

The LARKIN IDEA



January
1930

1881

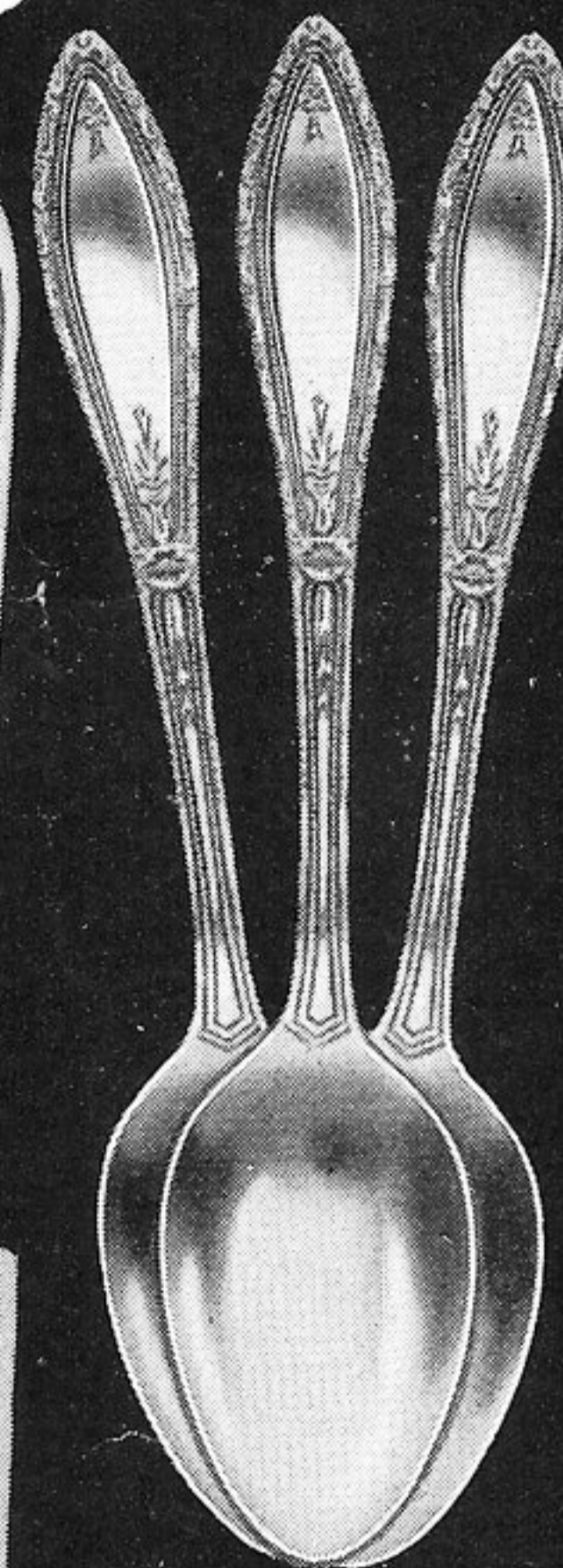
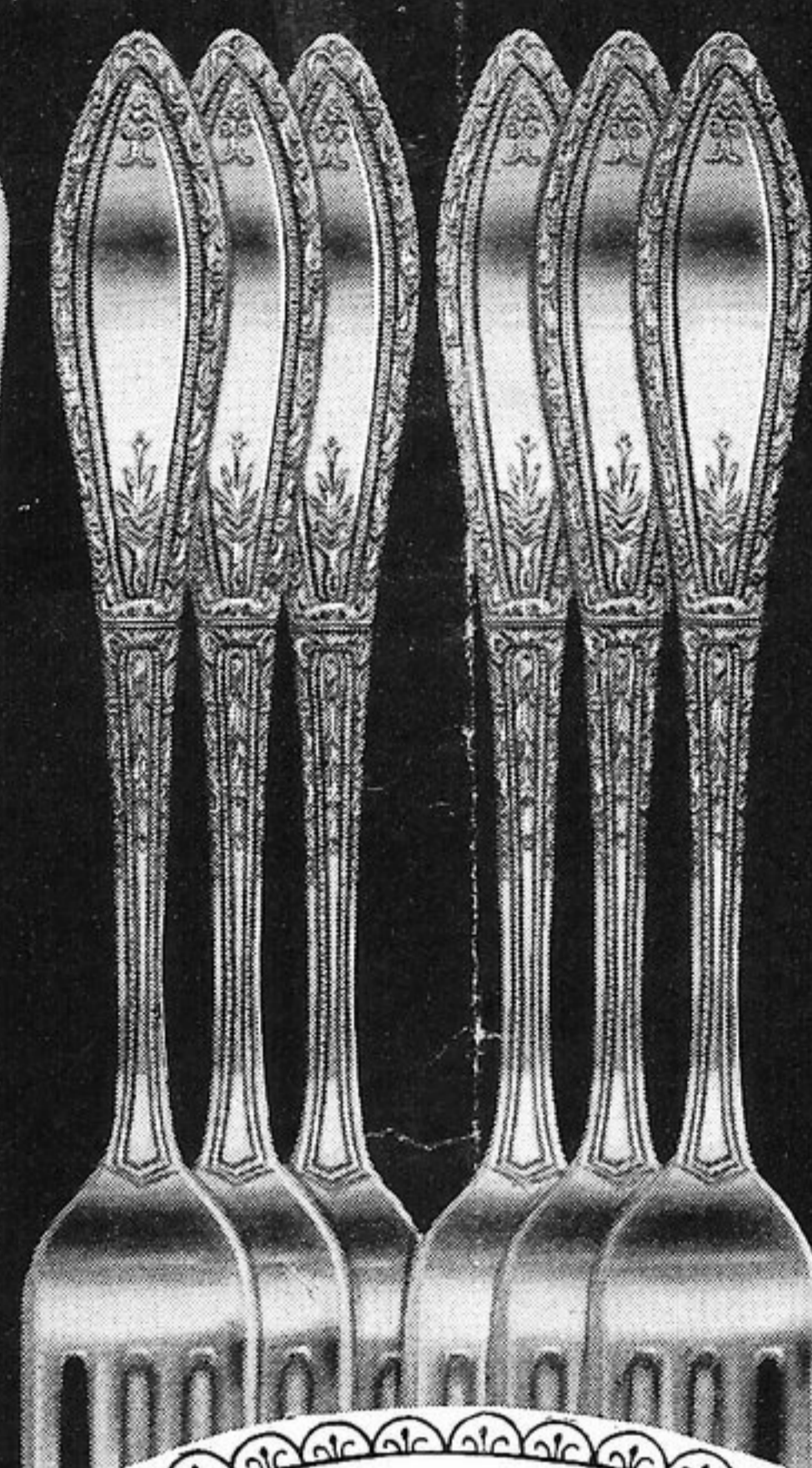
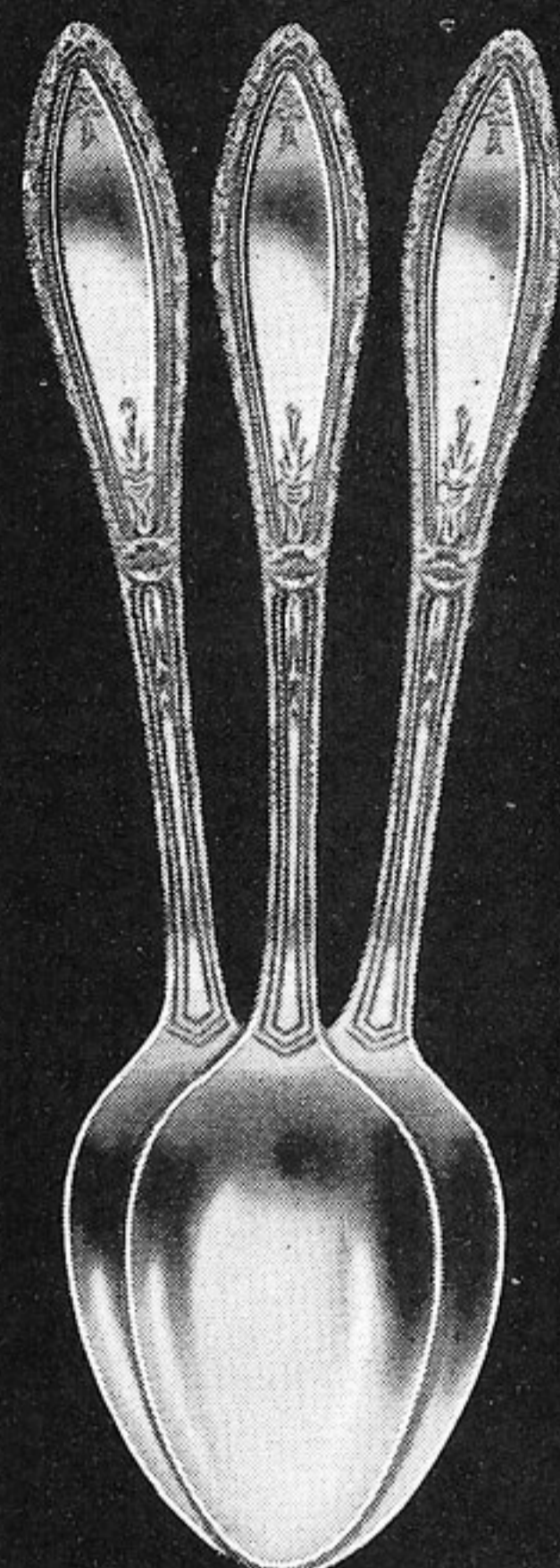


**ROGERS
SILVERWARE**



A1

Guaranteed Without Time Limit



**OUR
BIGGEST
SILVERWARE VALUE
18 PIECE SET**

Stainless Steel Knives

with **\$10** Purchase or Coupons

The Coronet

The Avion

YOUR CHOICE OF TWO BEAUTIFUL PATTERNS

INTRODUCE this outstanding new offer to your Club members and friends as a convincing example of Larkin values. Just think! Here is a set of the famous 1881 Rogers A1 Silverware featuring stainless steel knives, with blades which will not rust, stain or corrode. And remember.....a guarantee without time limit accompanies this platinum-gray finish set, so attractive in either the Coronet or Avion pattern.

This set is advertised and sold through jewelers at a cash price of \$11.25. Just think! You get this very set on the Larkin Plan with \$10 purchase or coupons! Mailing weight 2 $\frac{3}{4}$ lbs.

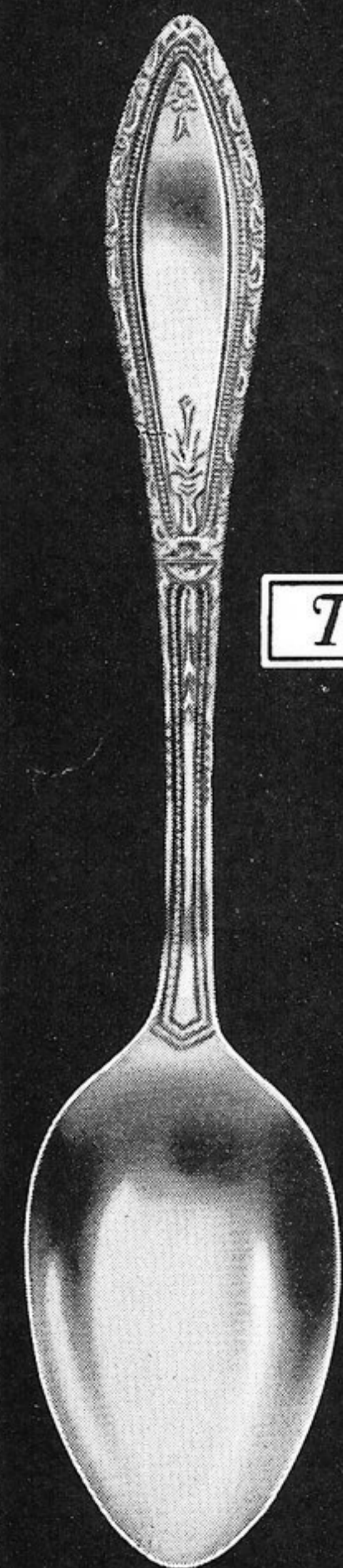
Set consists of:

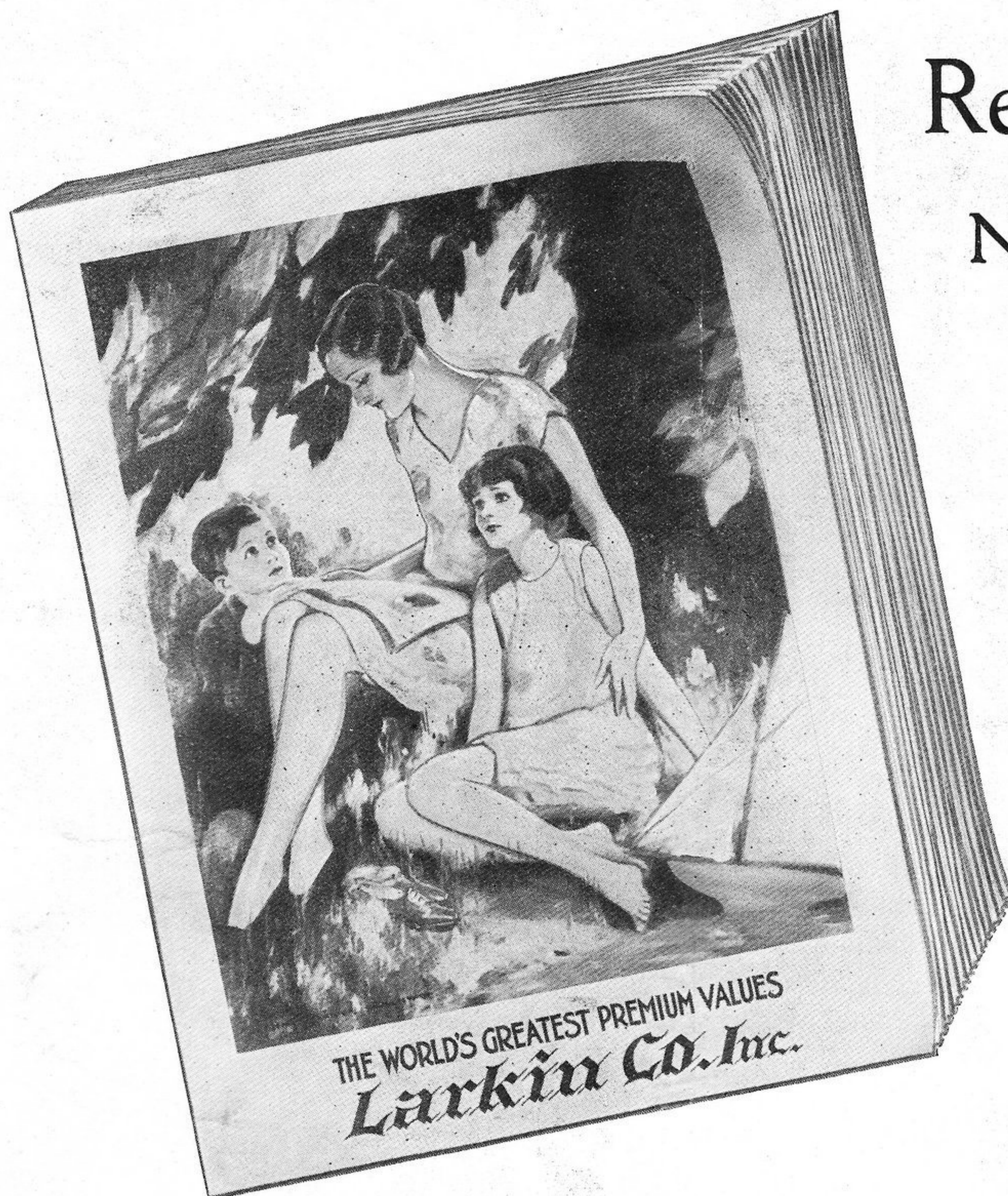
6 Teaspoons
6 Forks

6 Knives
with Stainless Steel Blades

1100M1 Coronet

1100M2 Avion





Remember!

Now's the time
to get your
Supply
of
NEW
Larkin
Catalogs!

BE prepared when your Club members say "Where's my new Larkin Catalog?" Get your supply at once! The earlier you distribute them, the more quickly will your spring business start and the more enthusiastic will your Club members and customers be.

Larkin Co invites you to ask for just as many of these new spring catalogs as you can profitably use. Each one of these "silent salesmen" wisely placed among your friends and neighbors will mean new Club members and new customers, more orders and larger orders for you.

And these Larkin Catalogs will pave the way for you to greater rewards.

JUST WRITE ON THE
ORDER BLANK YOU
USE NEXT THE
AMOUNT OF LARKIN
CATALOGS YOU
REQUIRE

OFFICERS AND DIRECTORS OF LARKIN CO INC



HARRY H. LARKIN
VICE PRES. & ASST. TREAS.



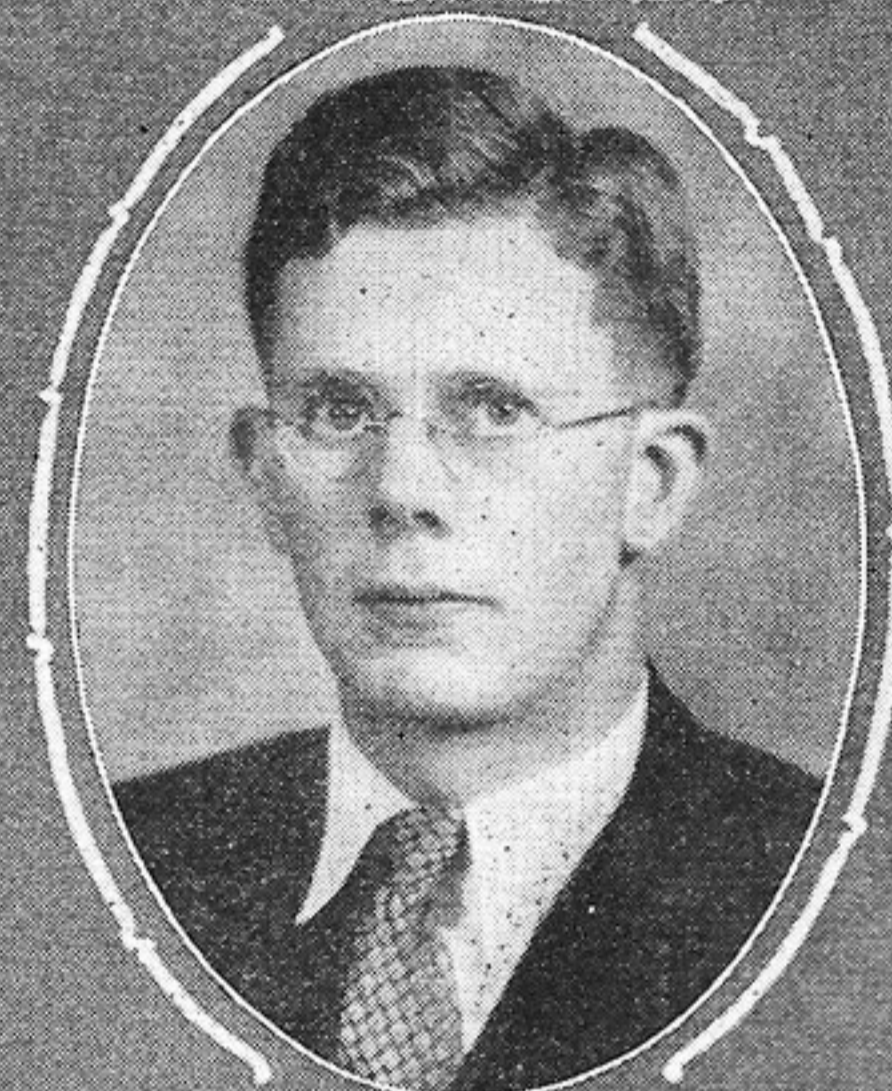
JOHN D. LARKIN, Jr.
PRESIDENT & TREAS.



J. CRATE LARKIN
VICE PRES., SECY. & ASST. TREAS.



WALTER B. ROBB
VICE PRES. & ASST. TREAS.



J. D. LARKIN, 3RD.
ASST. TREAS.



MAXWELL S. WHEELER
VICE PRES.



THEODORE C. JEWETT
VICE PRES.



RAY H. PUFFER
VICE PRES.



JAMES E. WILSON
VICE PRES.



KNEELAND BALL
DIRECTOR - LARKIN CO. - ILLINOIS



HAL E. PUFFER
VICE PRES. - LARKIN CO. - PENNSYLVANIA



E. A. POWERS
VICE PRES. - LARKIN CO. - ILLINOIS



VOLUME XXV
JANUARY, 1930

NO. 11

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BY LARKIN CO INC.

Little 1930 Comes Down the Road

Will You Grow Along with Him?

HERE he is, bag and baggage. Little 1930 . . . tiny enough on January 1, but my, how fast he'll grow!

Mighty fine example for us all, isn't he? Let's grow along with him! Let's resolve that each new day will see a little more achieved.

It was Alice Carey who wrote:

"True worth is in doing, not seeming;
In doing, each day that goes by,
Some little good; not in dreaming
Of great things to do by-and-by."

What a wealth of good advice is crowded into those four little lines. Packed in them you will find all the worth-while qualities . . . sincerity, kindness, diligence, purpose and promptness. And out of the expression of qualities like these come progress and success.

Bringing Dreams True

Of course, dreams have their place. They represent our hopes and longings. They fire our ambition and our purpose, so let's dream big things and then translate those dreams into action!

What lovelier dream for instance for any wife or mother than adding those little touches of beauty to the home that express her love and interest. Somehow, the deeper the mother love, the more there seems to be to do in the home, to make it liveable and inviting. Mother's dream of home does not end with merely beautiful furniture. She loves those little extra bits of refinement that are expressed in dainty curtains, snow-white table linen, sparkling glassware and gleaming silver.

How splendid that the Larkin Club Secretary with the big mother heart knows just how to turn dreams into reality. In her heart there is a bit of kindly pity for the woman who is always wishing, wishing, wishing.

Something To Do

The Larkin Secretary always has something definite that she can do immediately to earn rewards. Even more important to her . . . she has something *more* that she can do to earn *more* rewards. If she is running one



Larkin Club she can double her rewards by running *two*. Thousands of Secretaries declare that two Clubs are quite as easy to handle as one.

A few calls here and there . . . a few little chats over the telephone . . . a word in season to some friend you meet by chance and your Club is already formed. It is amazing how fast a Club will apparently "form itself" if you just carry in mind the thought "I am going to have an extra Larkin Club this January." Just say to your friends whom you meet here and there "Wouldn't you like to add something lovely to your home this year? Join my Larkin Club. Spend one dollar of your housekeeping money the Larkin way each month and have a nice woolly blanket or some pretty china, or lovely silverware to show for your wisdom!"

There are folks of whom, perhaps, you have never thought before, waiting to be invited to your Club. Extend an invitation whenever and wherever opportunity offers!

Become a Pantry Secretary

Another fine way to double rewards is by planning to become a Pantry Secretary at the beginning of 1930. You thought about it, no doubt, many times. Maybe you have gone so far as to send for information about the Larkin Pantry. And yet, perhaps, for one reason or another you have postponed from month to month a step that means far more to you than you can imagine.

by

F. B. Frazee

Larkin Co has wanted to be a genuine helpful partner to the Larkin Secretary. After years of study and planning the Larkin Pantry has been the way in which Larkin Co has solved the problem "How can we help best?"

Recognizing that there are countless little daily sales of Larkin Products which the Secretary can make, if she only has the goods on hand, Larkin Co in their liberal Pantry offer gives the Secretary a stock of \$100 worth of Larkin Products of the Secretary's own selection, at catalog prices. And to this Secretary the Larkin Co says: "These Larkin Products of your own selection cost \$50 cash, without Premium. We are going to let you pay for these Products on simple, easy payments of \$5 a month. We want to help you get started in a little business of your own, of which hundreds and hundreds of Secretaries are making a real success!"

It is an old saying: "Nothing ventured, nothing won!" The fact that thousands of Larkin Secretaries just like yourself are having wonderful success with the Larkin Pantry is the finest kind of proof that you can do it, too. And if you still need a little more persuasion, just look on page 17 of this issue of The Larkin Idea and see the delightful gift that Larkin Co has for a Secretary who orders a Larkin Pantry now.

The Big Contest

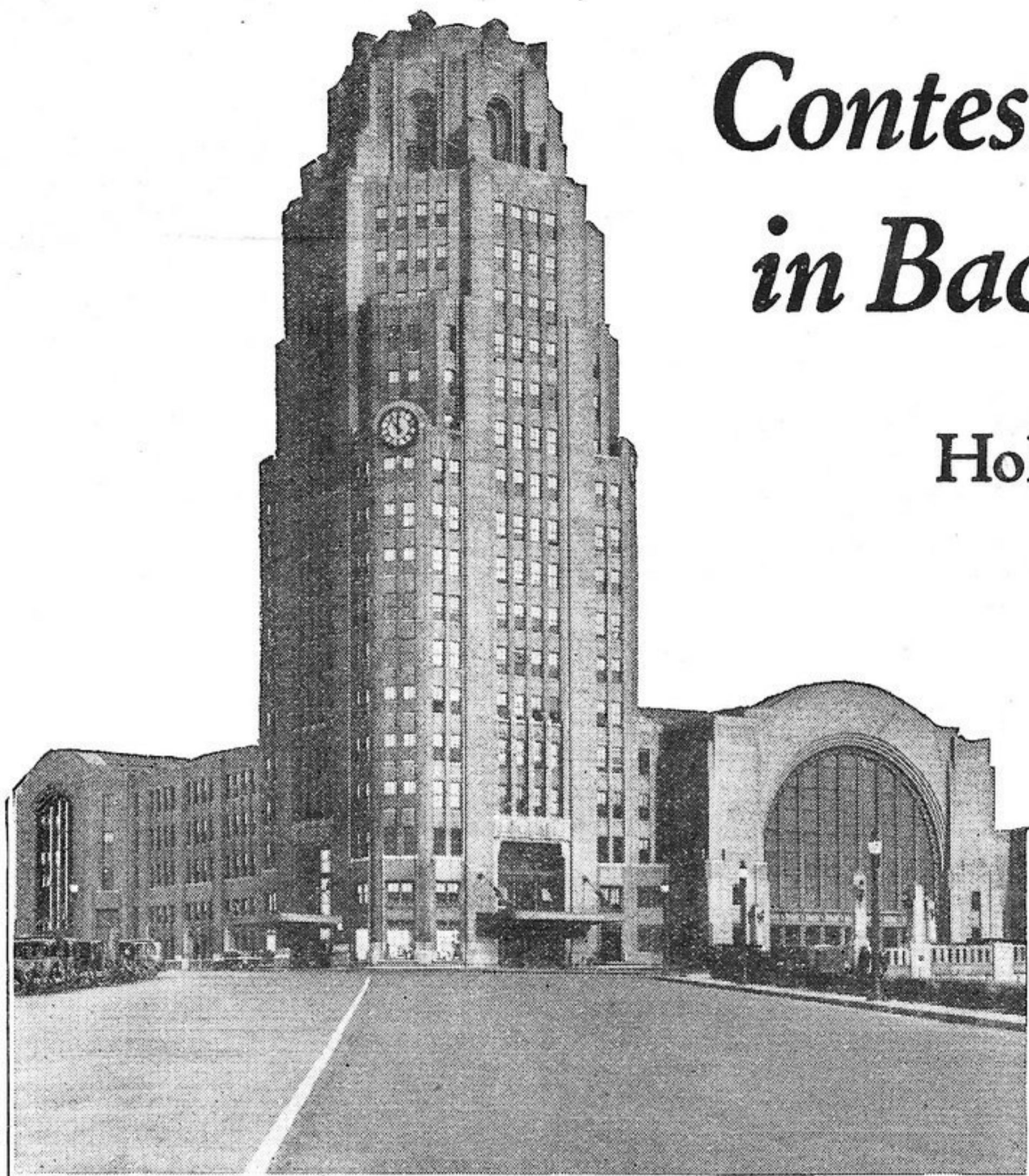
If you wish to win little 1930's smile of approval for your "growing" spirit, get into the Back to Buffalo Contest with your whole heart and soul. It's fun and inspiration to tackle a job with the purpose of winning. It does something to you in the way of real growth that you can only measure when the test of your determination and fidelity is over.

The happiest thing we hear each year when the Larkin party gathers for its good times is the exclamation on every hand from Secretaries who say: "I hadn't the slightest idea that I could win. I am so glad I made up my mind to try. Just think what I might have missed!" They are proud they have won and we are proud of them.

Now, why go on? Your own imagination will supply many other Larkin ways of growing to bigger accomplishments, richer rewards and double satisfaction.

Contestants "Keep Going" in Back to Buffalo Contest

Holiday Business Paves way to Splendid January Sales



At the left is pictured the magnificent new Station which the New York Central Railroad has erected in Buffalo since the last entertainment of Larkin guests in our city.

Incoming trains over the New York Central and Pennsylvania Railroads will undoubtedly bring many of our guests into this superb building next August. Here they will be hospitably greeted by members of our entertainment committee, who will whisk them away to the Hotel Statler, their home while our guests in Buffalo.

THE holiday season brought to our Secretaries many new customers and many Christmas orders. And, as usual, on every hand was heard the expression of satisfaction and pleasure over Larkin value and the appealing gifts that were chosen from the Larkin catalog. Secretaries taking these orders saw more than the immediate Christmas business. To them it has been an entering wedge in most instances for further business at the very start of the new year. And now comes the new Larkin catalog filled from cover to cover with interesting offers displaying as usual many new Premiums and Products to win and hold new Club members and customers.

Plan to Win

Sight-seeing is always enjoyable. Where is the Larkin Secretary who does not revel in a vacation trip that offers rest, entertainment and enjoyable companionship? What more wonderful than a vacation which carries one to Buffalo and Niagara Falls, especially when the trip means happy association with other Larkin Secretaries whose hopes, ambitions and ideals are so in common?

How natural that a party of Larkin folks is a merry one. How natural that every moment of their time together is filled with companionship that lingers in memory for a lifetime. Niagara Falls in all its glory and beauty is a sight that is never forgotten. But how doubly pleasant when one's thought goes back to all the surrounding good times that form a rich background for the recollections of this great scenic spectacle.

Our Washington visitors of 1929 who had been at Buffalo, declared that even the sights and scenes of the nation's capital did not console them for their inability to spend their customary time in the Larkin Plant. One easily understands this when they realize that the great Larkin Plant itself forms the

very keystone for all our Buffalo entertainment. It is in the home of The Larkin Idea that one grasps most fully the spirit of friendliness and hospitality, which means so much to Larkin Secretaries everywhere. As one Secretary expressed it: "A trip to the Larkin factories is almost like coming to one's own home." Surely in no better way could this feeling of personal friendliness be expressed.

The Family Spirit

Just a glance at the photograph on the facing page, taken in the Court of the Administration Building, affords some idea of the "homey" surroundings at Larkin Co. As you listen in the great central Court to the rich-toned Larkin organ . . . as you are hospitably greeted by the folks who serve you . . . as you meet Mr. J. D. Larkin, Jr., president of Larkin Co and his associates on the Board of Directors, you understand as never before why you have always felt that folks at Larkin Co were just "your kind of folks."

The January Opportunity

There is a real January opportunity for every Larkin Secretary at this time of the year. Housewives everywhere are thinking of the replenishment of their linen closets . . . of the purchase of new "White Goods." For that reason the Larkin merchandising council has chosen Sheets as the January Larkin Idea Special. These Sheets are attractively pictured on the back cover of The Larkin Idea for this month. Each offer represents at its price a very unusual value.

The woman who wishes to invest 79c in a new sheet will get a great bargain in the cotton sheet offered at that price. The woman who seeks a better quality sheet would look a long time before she could duplicate the offer of the splendid, durable

sheet at \$1.29. Indeed, she might look a long time without finding its equal at anything like the price. Here is a great offer to talk about to your Club members, your relatives, your neighbors and your friends. Some Secretaries will undoubtedly sell a good many dozen of these sheets. We prophesy that along with each sheet sold will be lots of other Larkin goods that help to build an order of good size. And how those orders will help toward piling up contest credits.

Extra Clubs Help

The Larkin Secretary, whether she has a Pantry or is running Clubs, will realize the importance of organizing several extra Clubs this January. By getting ten or twenty of her friends and neighbors on new Club agreements, she insures herself a regular monthly order from these friends. At the time the Club order is taken each month, it is possible to sell many extra products at half price.

Secretaries may read with a good deal of profit the letters printed on page 6 of The Larkin Idea on "How I Taught My Club members to Buy More Than Their Club Share." Apply some of the ideas you find in these letters to your own Club work. You will find them immensely practical. It is surprising how just a small amount additional each month from each of your regular Club members helps toward your final total of credits in the "Back to Buffalo" Contest.

Of course, some of the extra orders you take will be The Larkin Idea Special each month. Mrs. Rawlings' letter on page 10 of this issue has given us a very excellent picture of the way in which these Larkin Idea bargains can be used to enthuse Larkin Secretaries in the benefits of Larkin dealing.

Get Your Folks to Help You

The members of your family and your closest friends have their own little social

circles. Enlist their interest, their support and their aid in your determination to win in the "Back to Buffalo" Contest. In their neighborhoods, in their church and lodge activities, in their places of business they meet many people who will be glad to buy from you if they are only invited to do so.

We heard some years ago the story of one of our Secretaries who had almost abandoned the idea of winning in the big Larkin contest. Her little son was ill and she felt that the task was beyond her. She expressed her doubts of success to one of the editors of The Larkin Idea. He told her that he felt that she was approaching her contest work from the wrong standpoint. He said "You can not carry this all on your own shoulders. You will find that if you tell your Club members and your friends, they will cheerfully lend their aid to help you win the trip." Still quite doubtful, this Secretary determined to try the plan. When she came to Buffalo as a winner in that contest, she said: "I never dreamed that my Club members would be so interested in my success. I owe this trip entirely to their friendship for me."

"As A Man Thinketh"

The other night we listened to a sermon over the radio. A minister was preaching on the text "As a man thinketh, so is he." How this applies to all our outlook on life. Are you thinking success in this contest? Are you picturing your happy, good times in Buffalo next August with hundreds of other Larkin Secretaries? Are you looking forward to meeting the friends at Larkin Co who serve you? If so, we are sure that you have taken the first big step toward victory. Your enthusiasm will communicate itself to all your friends and neighbors. You will find that they are thinking with you and for you. Try it and see!

Save for a Guest

Your extra orders gained in the contest will bring you many extra coupons as regular Rewards. Plan now to take advantage of the splendid offer which Larkin Co makes you, which allows you if a winner to bring a guest for \$150 in Larkin Coupons. A trip is doubly pleasant to anticipate if it is to be shared by husband and wife, mother and daughter or some other dear relative or friend. Remember, too, that coupon winners have the privilege of purchasing the trip for \$150 in Larkin Coupons and an extra trip for a friend for an additional \$150 in Larkin Coupons.

Each year the Larkin party consists of many such happy groups. The time to plan such a little family party is now. Start a little coupon bank and see how rapidly you can save the necessary amount in coupons to have someone enjoy this trip with you. Your regular daily contest work will become a joy as you bring in the orders and watch the coupons that you are saving for the "Back to Buffalo" party grow.

The More, the Surer

A good way to measure the growth of your contest work is by the number of people you are serving. Each week should widen the circle of your customers. Make a list of them today. Then determine that each week will see new names appearing on the list. Write a letter to each of your present customers or telephone them. Ask for the name of at least one friend or neighbor upon whom you may call. The response will surpass your highest expectations. You will find that immediately you have in sight a host of customers of whom you have never dreamed.

"Back to Buffalo" Contest Prizes and Rules

PRIZES

GROUP I

(All Secretaries Who won Trip or Coupon Prizes in Either Group I or Group II in 1929.)

1st.....	Two Free Trips to Buffalo
2nd-125th, each.....	Free Trip to Buffalo
126th-130th, ".....	\$100 in Larkin Coupons
131st-140th, ".....	75 " " "
141st-150th, ".....	50 " " "
151st-175th, ".....	25 " " "

CASH PRIZES

First.....	\$300
Second.....	200
Third.....	100
Fourth.....	50

GROUP II

(All Other Larkin Secretaries)

1st.....	Two Free Trips to Buffalo
2nd-75th, each.....	Free Trip to Buffalo
76th-80th, ".....	\$100 in Larkin Coupons
81st-90th, ".....	75 " " "
91st-100th, ".....	50 " " "
101st-125th, ".....	35 " " "
126th-175th, ".....	25 " " "
176th-250th, ".....	15 " " "

CASH PRIZES

First.....	\$200
Second.....	125
Third.....	75
Fourth.....	25

RULES

Larkin Secretaries should note the change in Rule 1 and the new Rule 8.

1 Orders to win credits in the contest must earn a Sales Reward and amount to \$10 or more.

A (Exception) Payment on Pantries purchased prior to November 1, 1929, or on any credit orders placed prior to that date cannot be credited in this contest, as these goods were ordered prior to the opening date of the contest.

2 Ten credits will be given for each dollar sent us.

3 Orders to be counted in this contest must be mailed in envelopes postmarked at your post-office not earlier than November 1 and not later than June 16, 1930.

4 Any Secretary will be classified in Group I who was either (a) Trip or coupon winner in Group I of the 1929 contest. (b) Trip or coupon winner in Group II of the 1929 contest.

5 Any Secretary will be classified in Group II who was not a winner of either trip or coupon prizes in Group I or II of the 1929 contest.

6 Prizes will be awarded according to the table of prizes published above in the various groups. For example, the Secretary obtaining the highest credits in Group I will be awarded first prize, the next highest second prize, etc. Group II will be similarly handled. In case of a tie, additional prizes will be awarded.

7 Travel Trip winners unable to make the trip to Buffalo will be awarded \$150 in Larkin Coupons, regardless of their place of residence.

8 The first prize winner in Group I and Group II may bring a guest free.

9 Any Travel Trip winner may purchase an additional trip for a companion for \$150 in Larkin Coupons. Any other winner may purchase the trip to Buffalo for \$150 in Larkin Coupons and an additional trip for a companion for an additional \$150 in Larkin Coupons.

10 If a person making this trip uses a railroad pass, we will allow actual railroad fare by direct route to and from the home of the winner not to exceed in all \$25 in cash.

Our visitors will find the Court of the Administration Building a homelike spot, indeed.



"How I Taught My Club Members to Buy More Than Their Club Share"

3rd Prize Letter

by

Mrs. C. A. Stewart,
Manawa, Wis.

AS a Larkin Secretary who wishes to increase her Club orders, I have adopted the big business slogan "It Pays to Advertise." It is only by showing one's Club members the Larkin Products and pointing out their superiority that they can be encouraged to buy more than the Club share. I conceived this idea of advertising Larkin Products two years ago during the Christmas holidays. I had ordered a number of boxes of men's linen handkerchiefs No. 117 to give as gifts. One day when one of my Club members came in for a visit I showed the handkerchiefs to her and she was so impressed by them that she ordered four boxes in her next order. Since showing her the handkerchiefs had made her increase her order, I determined to try the plan on my other members. Thereafter, whenever any of my Club members came in I would show them the handkerchiefs and they in turn would tell their friends about them, until I found that practically every order had handkerchiefs on the list. People who were not even Club members asked me if they could purchase two or three boxes.

My plan had worked so successfully that I decided to continue it through the year. At each of our monthly Larkin meetings I made it a point to have three or four Larkin articles to show my members and it was surprising how the orders increased. The next Christmas I added Christmas Cards to my advertising list and as a re-

sult my members ordered about four dozen boxes. And again, many women not Club members asked to purchase both handkerchiefs and Christmas Cards.

I had started a set of Larkin dishes of the Sheridan Pattern and at one of our Larkin meetings I served what I call my "Larkin lunch," using my new dishes. My members began to inquire about the dishes.

Increased Orders

I told them how by ordering a few each month I was making a complete set. Now four of my members are ordering at least three dollars worth of dishes each month, thus increasing their Club order to three times the regular order. If I had not shown my dishes and advertised them, I doubt whether one of the four would have increased their order to that extent. I also have members buying dishes who, when they find that the cost of the article they wish to purchase greatly exceeds one dollar, let the one dollar go to the Club and pay the balance on the half price plan.

Another manner in which I advertise Larkin products and thereby increase my Club orders is by ordering samples of the dresses listed in the Larkin book and showing the samples with the picture of the dress to my members. It is surprising how many people will order dresses after having seen the sample showing the exact color and design. I am always proud to show my Larkin wardrobe to any of my friends.

These are only a few examples of the Larkin articles which I purchase and show to my members. I am certain that if every Larkin Secretary would make it her slogan to "Advertise Larkin Products," every one of her Club members would buy more than the Club share.

10th Prize Letter

by

Mrs. Jos. Paluzzi,
Canajoharie, N. Y.

I WILL try to tell a few of my experiences in making my Club members order more than the Club share.

Everywhere I go I always tell everybody about the Larkin Clubs and explain how to get larger Premiums by joining more than one Club. I also tell them how nice it is to belong to a Larkin Club and how easy it is to furnish the home with Larkin Premiums when belonging to one.

It helps a lot to get new Clubs because one tells the other what pretty and useful Premiums they have received by joining a Larkin Club. I have heard one woman say to another: "You ought to see what a pretty lamp I received in my turn in the Club. Why don't you join, too?"

When friends come to visit me I always tell them about Larkin Products and Premiums. As my home is all furnished with Larkin Premiums everybody can see just what Larkin Premiums really are.

I dress all my children in Larkin dresses. Thus I sell much Larkin Apparel. Last winter I purchased a coat for my husband and I received orders for more when other men saw it.

When I hear of anyone who is planning to be married, I visit this friend and try to sell her Larkin Products and Premiums for the home.

Every Secretary ought to have a Larkin Pantry in order to sell more goods. The Larkin Idea Specials help greatly, too.



Last summer Mrs. Paluzzi, writer of the tenth prize letter, printed above, held a picnic. The splendid picture above tells the success of the party.

Remarkable Values Fill the New Catalog

by
D. A. Thomas,
Catalog Editor



"OH, just look at this!" "And see that!" Soon delighted exclamations like these will be flying around, for the new Larkin Catalog is out, and within a few days your friends and club members will be crowding around to see the many wonderful new things that it holds. Just now, we want to give you a little peek ahead and tell you of some of the greater values and more appealing offers that our buyers have found, and we know you will be just as enthusiastic over the results of their efforts as we are.

New Dresses Very Appealing

Nowhere is the great appeal of the New Catalog better illustrated than on the pages of the Product section given over to the Dresses. We can't begin to tell you all the lovely things you'll find there, displayed in full color. They are so smart and stylish and so pretty in their bright summer colors that you will want to stop right there. Of course, the dresses show the modified, longer skirt lengths, which are so becoming. There are a variety of sleeveless styles, sure to be popular again. Several ensembles, for both women and children, are featured. And don't miss the Kitchenette or Lounging Pajamas and the Coolie Coats—they're just too darling for words!

The next big piece of good news is that Flowers, Shrubs and Vines return to the Catalog in greater variety than before, and we've added Raspberries, Grapes and several kinds of Fruit Trees. The illustrations are in color, of course, and you'll find on these pages everything to make your garden lovely.

Of course there are a whole host of new things so we can mention just a few of the Products sure to be most popular. There is Hair Wave Lotion, to make your wave last longer. And you'll surely want your own, Personal Printed Stationery. There is not one, but three, pretty Flower Baskets that look for all like real flowers and are so attractive for decoration and last the year 'round. And be sure to hunt up the Serv-A-Dish set—the new, sanitary, easy way to serve meals in the home, the sick-room, in camp or at picnics—consisting of

four handsome metal trays and twenty dainty, white, sanitary, fibre plates, divided into compartments.

Then, there is more China! Pieces have been added to nearly all the popular patterns of imported china. In the Product pages, devoted to kitchen and housekeeping ware, there are a host of new conveniences.

And here's truly great news! The most popular Larkin Enamels and Varnishes now dry in four hours. With all their durability, beauty and gloss retained, they have been given greater usefulness by the Four-Hour Drying feature. And you should see the new appeal that we have given to all of our Paint Products by new and colorful labels.

Premium Dresses Reflect New Mode

Premiums begin, as usual, with Dresses and Coats. But such styles they are! The dresses, of course, reflect the new mode, with uneven hem-lines on several, and modified skirt lengths. The Princess silhouette is in evidence. The materials are mostly crepes which lend themselves to the new fashions, with a few prints so suitable for summer wear. The coats are often in tailored effect of broadcloth and fancy mixtures. A striking Pajama Ensemble is a feature.

Rugs are shown as before in color with, however, a new method of illustration which emphasizes their beauty and softness and makes them more attractive. There are a goodly number of new patterns—all splendid values. Fitted Overnight Cases, the convenience of which you will appreciate, have been added to the Luggage pages. Curtains are shown in new groupings which add to their effectiveness. And never have the Bedspreads, Blankets and Comforts been illustrated to show their beauty so effectively.

With the words "Our Biggest Silverware Value" we herald the addition of a new offer of Rogers' 1881 Silverware, guaranteed without time limit. This set, comprising

18 pieces in two smart new patterns, has stainless steel knives. This is bound to be one of the most popular offers in the Catalog.

The Furniture pages are full of interest, with many new offers, prominent among which are two new Dining Room Suites of massive, rich design and a new Bedroom Suite that is the very essence of luxury—all at remarkable prices.

Featured in the section displaying Kitchen equipment are new Refrigerators of the very latest type, and the new style Dangler-Lorain, Red Wheel Gas Range, the popular Peninsular Gas Range, and four modern Oil Ranges which have all the conveniences of Gas Ranges.

Last Minute Offers

Finally, the "Last Minute" pages are filled with surprises as usual. Here are the things which our buyers found too late to put in their proper places but which are values too good to leave out. They form a fitting conclusion for a Catalog which we have striven to make the "best yet". How truly we have succeeded, we are sure your enthusiasm will testify when you get your copy.

How fitting, then, are the words of Mr. John D. Larkin, Jr., President of Larkin Co. Inc., in the message of greeting on the first page of the new Catalog:

"My associates have asked for a little message for this...our 103rd Catalog!

"After reviewing the work of our buyers reflected in some of the most remarkable values in our history, I am glad to recommend our new Spring and Summer book to our millions of friends as the stoutest kind of ally to the family budget!

"Housekeeping funds' through the Larkin Plan have always provided 'home improvements' for those eager to make home lovely. And with these values in this our latest Larkin Catalog, I believe that joining or starting a Larkin Club is more worthwhile today than ever!"



PERFECTLY darling with its finger-tip-length coat. What chic the scarf collar portrays! What swagger, the entire ensemble!

The coat is deeply-faced with matching plain-color that is naively turned back to form the smartest little reverses. There are pockets, too—they're in style again, you know?

The sleeveless dress, so cleverly combining print and plain-color, has a deep, front-yoke affecting the snug hipline and there are the floppy bows we all recognize as most important.

Doubly desirable when you know it is guaranteed tub-fast Rayon. Top it with a jaunty little hat and there's nothing prettier for wear now or in spring—see page 35 of Catalog 103.

{ No. 259 in Copenhagen or Tan }
{ and Misses' and Women's sizes }
{ at \$9.75 with Premium. }

NEW ON FASHIONS

BRIGHTER, spring-like colors are beginning to show themselves so it's none too early for this cheerful Rayon Print which is particularly good this season (see page 35 of the new Catalog.)

It has the new, low-placed fulness, slightly-raised waistline, short set-in sleeves and large collar—all details that Fashion stresses for spring and summer wear. Tub-fast, too. Back is like front except for Oyster-White collar.

An easy dress to launder and can be shortened at hemline or above flare.

{ No. 270 in Rose or Yellow }
{ and Misses' and Women's }
{ sizes, at \$5.50 with Premium. }

AT club meeting, dance or dinner party, whether it's women, men, or both, it's—"How do you like the new styles? Are long dresses going to 'stay in'?" So, in this first Fashion chat, I want to tell you what we think after thoroughly studying the subject.

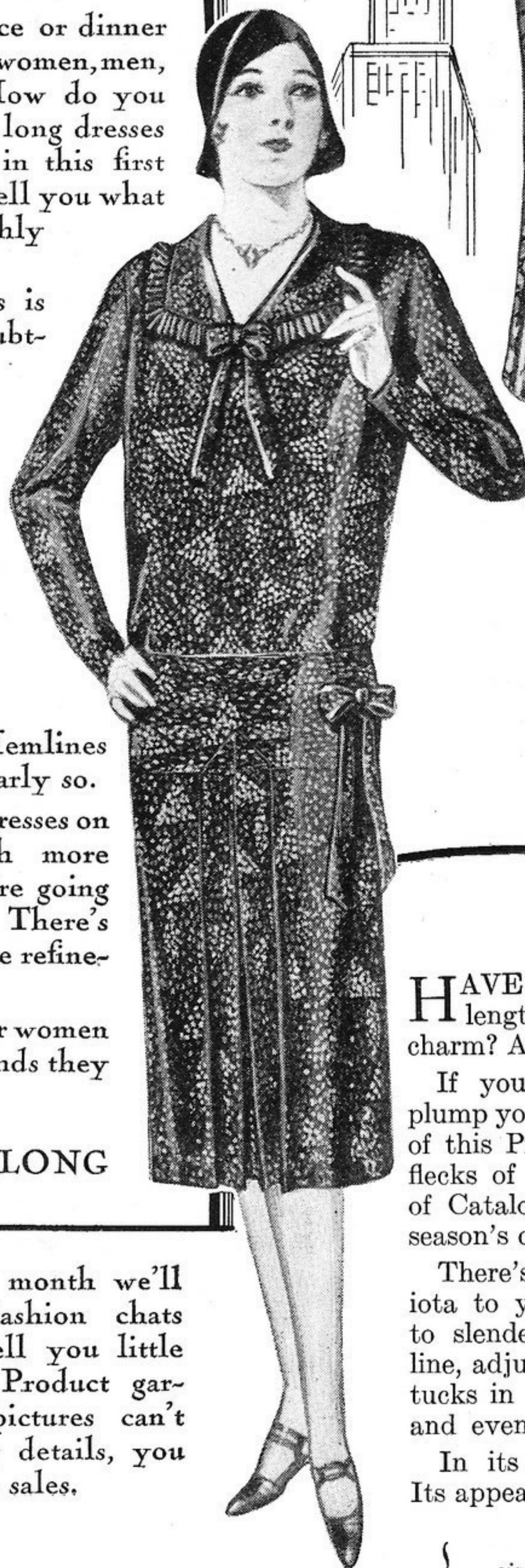
That the longer dress is here to stay, there's no doubting—not sweeping the floor as some you see, for real long dresses are reserved for evening and formal afternoon wear. Street and business frocks are only two to four inches below the knees with the length accentuated by the raised waistline—never an ugly bothersome length. Hemlines are generally even or nearly so.

Once we put longer dresses on and realize how much more feminine we appear, we're going to like them, I know. There's so much more grace, more refinement in the longer line.

Particularly will larger women "love" them for the pounds they seemingly take off.

EDNA J. LONG

P.S.—Each month we'll have these Fashion chats when I can tell you little things about Product garments that pictures can't show. Newsy details, you know, that aid sales.



HAVE you noticed the longer length adds dignity and feminine charm? Adds height and slenderizes?

If you're at all inclined to be plump you'll enjoy the subtle flattery of this Printed Rayon with its tiny flecks of bright colors (see page 35 of Catalog 103) that is one of the season's choicest patterns.

There's nothing that will add one iota to your size; everything tends to slenderize—the close-fitting hipline, adjustable through the side-tie, tucks in the skirt, shape of collar and even the long, tight sleeves.

In its simplicity lies its charm! Its appeal! Its beauty!

{ No. 253 in Navy or Tan }
{ sizes 36 to 44 at \$6 with Prem. }
{ and sizes 46 to 52 at \$6.75 with Prem. }



AMONG LARKIN PRODUCTS



A Delightful, Nutritious Variety for the Winter Meal

HOW often it seems difficult to secure that variety you would like to have in the daily menu. Especially is this true of the evening when dad comes home hungry and a bit tired after a day's work and the children gather from school and play. Mother just hates to serve the same thing and yet, with all the busy cares of the day, variety sometimes seems too great a tax to be really worth the effort.

Larkin Egg Noodles Just the Thing!

A happy solution which provides a wonderfully appetizing, delicious dish is afforded by the new Larkin Egg Noodles. Our Egg Noodles are giving that genuine delight and satisfaction which can only come from a food product of the very, very highest grade produced under the most modern conditions, from the choicest of ingredients. We wish that all our Secretaries and their Club members could see the way in which Larkin Egg Noodles are made. The sunniest, cleanest-kept kitchen of any of our housewives is no more spic and span than the room in which these noodles are made.

To insure their tender, delicious quality Fancy Spring Wheat flour, the same as used in the fluffiest bread, is chosen with the yolks of fresh-laid eggs. Untouched by human hands these ingredients are prepared with the most modern electric beaters and mixers. Throughout the entire manufacturing process cleanliness and purity are the very keystone.

Egg Noodles are becoming indeed a popular dish . . . either served as a soup, as an individual dish or as one of those excellent combination dishes with meat. The beauty of it is that they afford both economy and speed in their preparation for the evening meal.

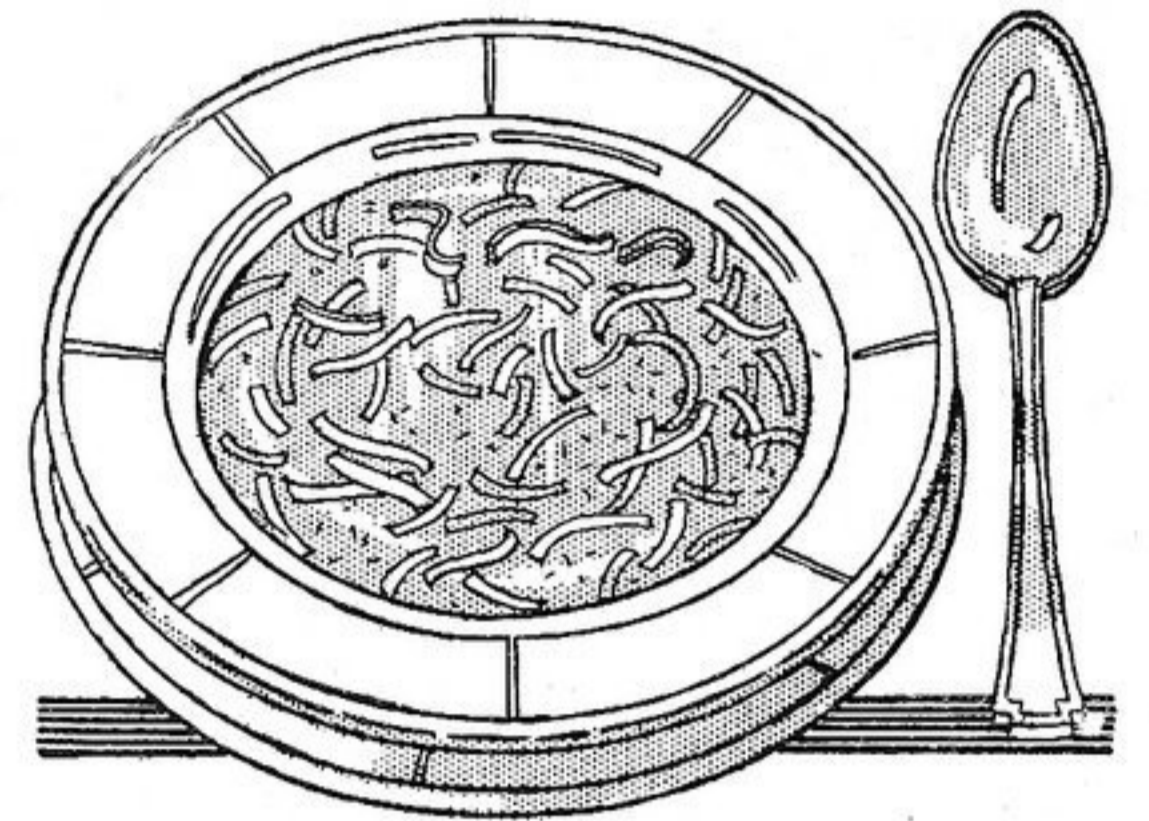
Housewives are blending noodles with the cheaper cuts of meat in dishes that are calculated to pleasantly satisfy the most hungry appetites. Your butcher will supply you with a cut of beef or mutton for boiling, which you may take home and pleasantly prepare for the evening meal. Cut up two pounds of beef or mutton in small pieces, put in a kettle with two quarts of cold water, boil five minutes; then simmer for one hour. If you choose, you may add the usual other ingredients for a stew, such as turnips, celery, leek or onion and one carrot, but only such of these as you feel desirable. Add two teaspoons of salt and one-quarter teaspoon of pepper to the stew. The important ingredient is the cup of Larkin Egg Noodles. After your meat has simmered an extra thirty minutes, just add the noodles. Cook gently for fifteen minutes and it is ready to serve.

Incidentally, a package of Larkin Egg Noodles, at 25c with Premium, nicely supplies a family of four or five when served alone, as in Noodles Au Gratin. With the added combinations of beef or mutton, could one imagine anything more ideal for an appetizing meal?

Some Favorite Recipes

On this page we also give some favorite recipes for Noodle Soup and Egg Noodles Au Gratin. To the recipe for Egg Noodles Au Gratin may be added by those who enjoy more seasoning, two chopped green peppers which have been boiled, and a little paprika.

Every Larkin Secretary could wisely order several packages of Larkin Egg Noodles and suggest that her Club members do the same. No longer will there be the question of an ideal substitute for potatoes and at least one evening a week noodles will afford a pleasant change.



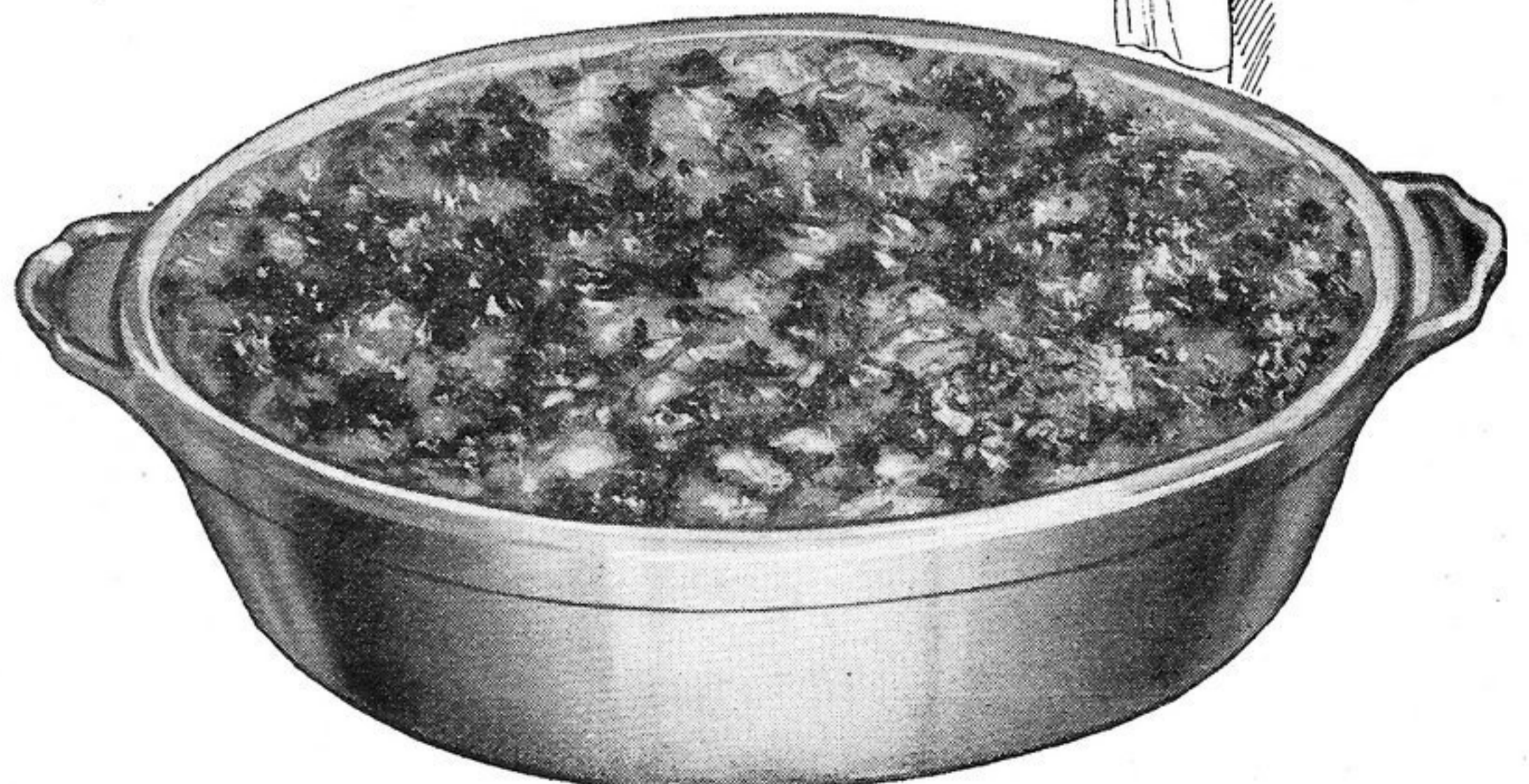
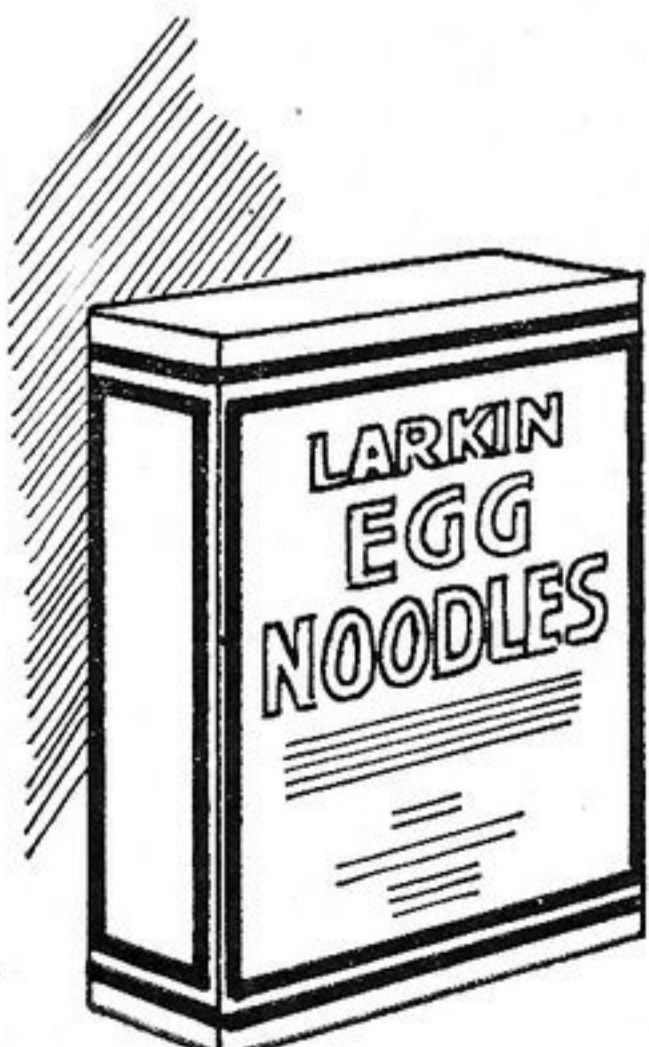
Tomato Noodle Soup

Boil one cup of Larkin Egg Noodles in five cups of water ten minutes. Then add one can tomato soup, a little salt and pepper and one tablespoon of butter. Bring to boiling point and it is ready to serve.



Egg Noodles Au Gratin

After boiling, place Larkin Egg Noodles in a buttered baking dish with one-half pint of heavy cream, add grated cheese, season with pepper and salt, add bread crumbs to the top and brown in a medium oven.



"How Larkin Idea Specials Help - - -"

(Upper left) Mrs. E. Rawlings,
First Prize Winner

(Lower right) Mrs. Christoffersen,
Second Prize Winner

Here are the first two prize letters in our recent contest. Apply some of the excellent selling ideas that these letters reveal. See if you can't establish for yourself a new record to start the New Year in the sale of Larkin Idea Specials!

Second Prize Letter

by

Mrs. Carl Christoffersen,
Rockland, Maine

I have found the Larkin Idea Monthly Specials a great help to me and would like other Secretaries to know of my gain.

Just as soon as possible after I get the announcement of what the special is going to be, I always order one, or more if I am sure it is an extra good seller. I have found that I can sell many more by having the actual sample with me. It is my custom to visit all my Club members at the earliest date possible. After showing the sample and telling the bargain price, it is a simple matter to sell one or more immediately. I ask each member if she knows any one whom she thinks would be interested and generally sell quite a few this way.

Specials Help Pantry Sales

If any of my friends or relatives call at my home, I tell them about the lovely bargain for the month and invite them to the room where my Pantry is, as I purposely keep the special on the Pantry Shelf. This usually results in selling one or more specials to each caller and often several dollars worth of products from my Pantry stock.

More than half of my Club members were first merely purchasers of monthly specials. Each time I go to deliver the specials I tell my customers about some other products and in this way they become interested in many other articles and are soon Club members.

I now have two Pantry customers who are excellent customers. I won one of them through first selling the Water Set special. I also sold her the Powder special and am looking forward to selling one of the September specials to her. Each time she purchased a special she tried some other product from my Pantry stock.

The other customer had the Dresser Set special first and has many other specials with which she is very much pleased.

I am always very anxious to see what the special is each month. They certainly increase my business, both Pantry and Club. I hope they always continue to come.

First Prize Letter

by

Mrs. E. G. Rawlings,
Sandston, Va.

WOMEN are natural born bargain hunters, and despite the many stories told about their snapping up anything marked down from a dollar to ninety-eight cents, most of them are pretty shrewd when it comes to telling the difference between a real dyed-in-the-wool bargain and one of the pseudo variety. Why shouldn't women be good buyers, when statistics prove that they do most of the buying of the nation?

When I go into my favorite grocery store I ask the clerk what specials they are featuring that day, knowing by experience that I can get enough soap, for instance, when they are running a special on that, to last me several weeks, and that I will save the cost of several cakes by buying them. All careful buyers figure it out the same way. When one of the stores of my town has a "Dollar" day, the doors are packed all day with women who know that on that day they can obtain for a dollar articles that would ordinarily sell for from 25% to 50% more.

Specials Sell Themselves

So with Larkin Specials—the observing Secretary finds that they really sell themselves. The very word "special" is a "Stop, Look and Listen!" sign. I can hardly wait for my Larkin Idea to come each month and the first thing I look for is the special. I look it up in the catalog if I am not familiar with it, so that I can be all primed for the eager questions the members ask me.

The first question usually is "What's our special this time?" Then "How much do I save on it?" I try to have a sample of it on hand to show, if possible. When the

powder in the pretty green box came out I had a box to take to the meeting. It was much easier to sell it when the attractive box was making the rounds from hand to hand, and the room was filled with its delightful fragrance. I suggested that it would make a nice Christmas present for a friend and how they jumped at the idea! "Two boxes for me, please," said one good lady. "It's so sweet... and think of getting it for 39c." After the special on it was over, several people asked if they could get a box and regretted that they had not taken advantage of the special offer.

When the special was an Ironing Pad and Cover, one of the department stores in town was running a special on a similar article for ninety-eight cents. I pointed out this fact to the members and one lady said she had purchased one of Blank's ironing pads and covers and it was not so nice as the one from Larkin Co! I got nine orders on it at that meeting with more coming in later.

Ready With Suggestions

Whenever possible I use the specials as bridge prizes, in the combination Larkin Bridge Clubs we enjoy so. One of my members said "We always know we are getting something extra nice when it comes from Larkin Co and not just another bridge prize!" Just here I want to say that the new odd pieces of china and glass in the catalog are perfect blessings to the hostess hunting for something original for prizes

(Continued on page 24)

Sheets! Sheets! Sheets!

Pass these wonderful values on to your Club members, Pantry customers and friends . . . to every housewife you know who loves BARGAINS.

Every homemaker appreciates a genuine bargain in bed linen. Here we give you two great offers in Sheets just at the time when every housewife is thinking about replenishing her supply. Moreover, we give you two offers from which they may make their choice...each one at the price an outstanding example of Larkin value and saving.

Some of your friends with an eye to a splendid utility sheet that represents wear, economy and great saving will select No. 15, a full size, good-quality sheet of bleached cotton at only 79c.

Others desiring something just a little finer in quality that is a genuine bargain, indeed, will prefer the \$1.29 sheet of fine-quality bleached cotton in the same generous size.

Again, some of your customers may desire to order sheets in both of these numbers, to

meet their varied needs. Do your friends the courtesy and the kindness to bring to their attention at once this very exceptional opportunity. Let them revel in these real savings. It will be a source of satisfaction to them and pride to you that you have served them so well. It will convince them even more firmly of the benefit of dealing through you with Larkin Co. And remember, every sale, even at these bargain prices, means a reward for you. What Mrs. Rawlings and Mrs. Christoffersen say on the facing page concerning the tremendous help these Specials give them in their Larkin work is true of your work also.

Make the most of these opportunities to cement present customers and to win new ones. Show your friends the back cover of this issue of The Larkin Idea. It will help you get orders everywhere.



Two Marvelous Offers

Sheet No. 15

Special Cash Price 79c

Sheet No. 16

Special Cash Price \$1.29

Sheet No. 15

This good quality, bleached cotton, seamless sheet is a genuine bargain! Size, 81 x 90 in. (torn size). Hemmed. Mailing weight 1¼ lbs.

Special Cash Price 79c

Sheet No. 16

The woman who desires a finer quality sheet will select Sheet No. 16 at this bargain price. Of excellent quality bleached cotton. Size 81 x 90 in. (torn size). Hemmed. Mlg. wt. 1¼ lbs.

Special Cash Price \$1.29

Use This Coupon!

Order As Many As You Like!

Larkin Co. Inc.

Good Until February 15, 1930

I am sending herewith my regular Secretary's order, and an order for:
 ... Sheets No. 15, at 79c each, cash price, for which I enclose in addition \$.....
 ... Sheets No. 16, at \$1.29 each, cash price, for which I enclose in addition \$.....
 (I understand I will receive the regular Reward on this order.)

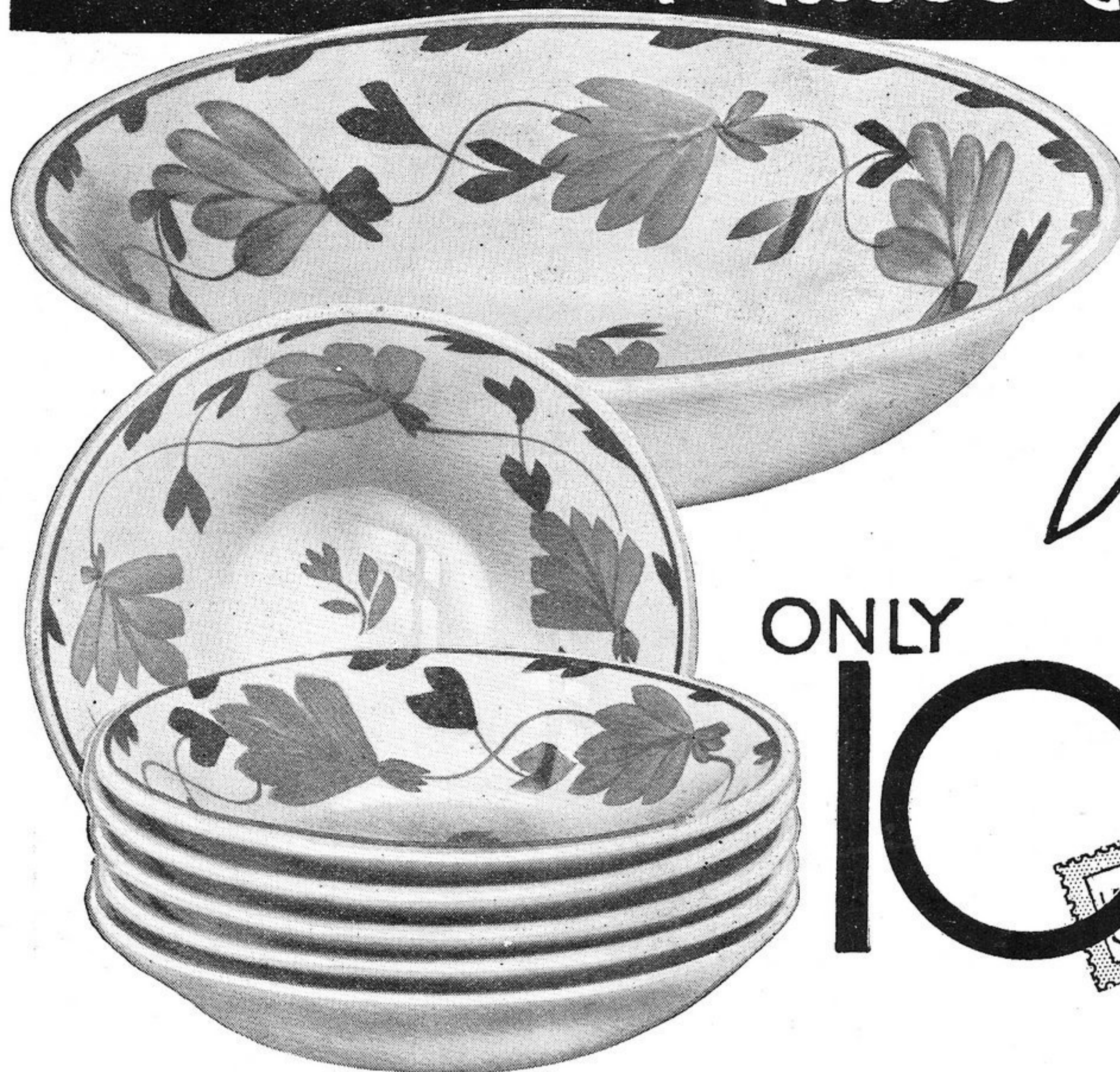
Name.....

St. & No.....

P. O..... State.....

130 L. I. Sheet Special

Beautiful 7-Piece Berry Set



Yours
AS AN
**EXTRA
REWARD**

FOR AN EXTRA
LARKIN CLUB!

ONLY

10¢



IN
LARKIN COUPONS

HERE'S a new and different offer.... the most astounding extra Club Reward offer we have ever made. Just imagine! By adding only 10c in Larkin Coupons, which hardly covers the cost of our packing department, you may have the beautiful seven-piece Berry Set pictured above, as an extra Reward for an Extra Larkin Club. Remember, 10c in LARKIN COUPONS—there is absolutely no money

required. Of course, if you haven't the coupons handy and prefer it, you may add 5c to your Club order.

The Berry Set which is our extra Reward offer this season is really a very pretty and lovely service for fruit, preserves, or puddings. It is now offered in the Larkin Catalog as Berry Set No. 153, at \$2.50 with Premium. The set consists of one 9-in. nappy and six 5½ in. fruit saucers.

The handsome decorations are in light-blue, red, brown and yellow on ivory.

Of course, it is almost like a gift to be able to obtain this lovely set for only 10c in Larkin Coupons. If you prize attractive tableware you will surely be among the first to send for this very lovely seven-piece Berry Set, which is certain to win the genuine admiration of guests and family alike.

ROLL OF CLUB MEMBERS

Larkin Co Inc.

I wish to take advantage of your Special Extra Reward Offer for the prompt organization of an Extra Club. (Check in the square the Extra Reward you prefer.)

☐ Enclosed is 10c in Larkin Coupons. Please send me my Berry Set No. 153.

☐ Instead of the Berry Set, please send me \$2 in Larkin Coupons.

Member No. 1.....

Address.....

Member No. 2.....

Address.....

Member No. 3.....

Address.....

Member No. 4.....

Address.....

Member No. 5.....

Address.....

L. I. CLUB

Secretary.....

Address.....

Member No. 6.....

Address.....

Member No. 7.....

Address.....

Member No. 8.....

Address.....

Member No. 9.....

Address.....

Member No. 10.....

Address.....



My What Smiles a Pretty New Berry Set Will Bring!

One of the problems which mother faces, and it is a real problem, is the question of bringing new interests and variety to the family. Of course, there are two ways in which this may be happily settled. One way is variety of food and mother is always taxing her mind to give some little new touch to the daily menu, which will bring anticipation of the meal.

Another way is a little change now and then in the dinner service. One gets weary of the same dinner set from day to day and the same appearance of the table. Of course, it would all be very easy if Dame Fortune had provided us with the ability to have two or three different complete dinner services to effect a change now and then. But with the vast majority of us that is out of the question.

A Little Variety in Tableware

Once in a while, however, good fortune does come our way with an opportunity to add to our stock of chinaware, bringing variety in our tableware that adds a real zest to the meal and brings smiles to the whole family.

The special extra Club offer of the seven-piece Berry Set pictured on the facing page is just such an opportunity. It ought to give just the little final spur to every Secretary to have an extra Larkin Club this spring. Perhaps the step of another Larkin Club is already on your mind. With such a tempting offer as this...as tempting we might say as the summer fruits will look when you serve them in this pretty set...you will surely have your own Larkin Club just as quickly as possible.

It hardly seems fair to a pretty set like this one just to call it a Berry Set. True, it is ideal for the service of the fresh fruits which we love to put upon our table as the season for strawberries, raspberries, peaches, etc. arrive in their turn throughout the summer months. But we can hardly imagine any housewife putting this set away until such an occasion. What with the custards and the puddings and the preserved fruits you

will be serving during the months of February, March and April, we are sure that once this Berry Set is positively yours you will find many occasions on which to use it at your table.

Only 10¢ in Larkin Coupons

For the first time this season our extra Reward offer is expressed in quite a novel way. Outside of the little amount, 10¢ in Larkin Coupons, there is nothing else to pay. Thus all that remains to do in order to possess this Berry Set is to organize your Extra Club. Really that is not a difficult task. It is far more a question of a little quiet decision on your own part to run an extra Club than it is of any difficulty in forming one.

Try This Suggestion

Perhaps, since you last started a new group of friends in a Larkin Club, the monthly specials have become a feature of The Larkin Idea. Take this new issue with its picture of the Sheets on the back cover and your new Larkin Catalog, call on a group of your friends, tell them not only of the wonderful benefits of the Larkin Club with the Premium each Secretary gets for the Club share, but also of the money-saving bargains offered each month which they can purchase extra besides the Club share, whenever they feel inclined. You will find that this added feature of Larkin saving will make a big appeal to your neighbors.

And now may we not hope to look forward to the first order of an extra Club so that this pretty Berry Set will grace your table? Just enclose the 10¢ in Larkin Coupons with the Club enrollment blank properly filled out and the first order of the Club. Remember, if you prefer, that there is always our standing offer of \$2 in Larkin Coupons as your extra Reward for your extra Club instead of the special merchandise offer of the season.

And It's So Easy to Start Your Extra Club!

Here are just a few interesting quotations from some of the letters we received from our Secretaries in two different contests we held a few years ago. They tell how quickly and easily they started their extra Larkin Clubs! You can do as well, if you only reach the decision "I'll have another Club!"

"When I was working for one of the Buffalo Contest trips I had invited friends to my home to organize a Club. After we were through I explained to them how I was working for the trip. One of the ladies said: 'Why, I'll join another Club if you'll start one.' Four others immediately exclaimed: 'We'll join, too.' Thus instead of organizing one Club, I had a second one started before I knew it."

Mrs. Amos Oyster,
Louisville, Ohio.

"I would say that I organized a Club-of-10 in two hours. I started out about three-thirty o'clock in the afternoon to visit some friends. As it happened many of the women I called on had used Larkin Products before. Thus it was a very simple matter to get them to join a Larkin Club, as they knew about the wonderful Premium value they receive through the Larkin Club. At five-thirty my Club was completed."

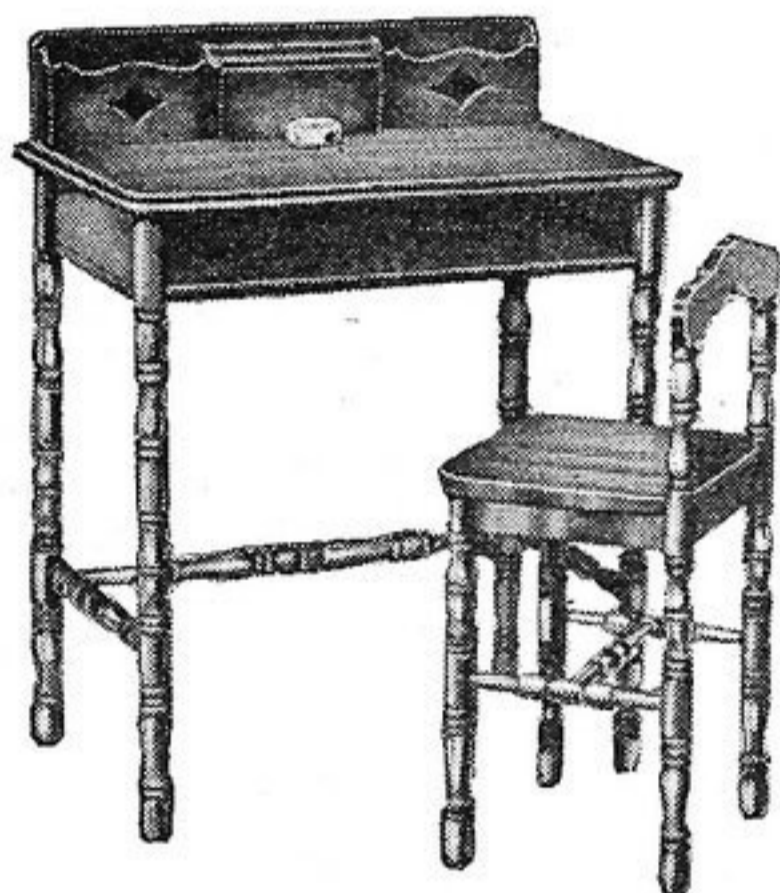
Mrs. Wm. Dutton,
Edmeston, N. Y.

"I invited some friends for luncheon. After tasting the Larkin food which I served they were very much pleased with it. At this time I asked how many would like to join my new Club. They all quickly gave me their orders. I was more than surprised how readily they responded. Thus my club was completed without stepping outside the door."

Mrs. Gus Miller,
Chicago, Ill.



HERE are two pages our Secretaries will read with interest. In them our buyers relate to the editor of The Larkin Idea some of the outstanding points about Larkin Products and Premiums, that have particularly appealed to them. Pass on the interesting information to your Club members.

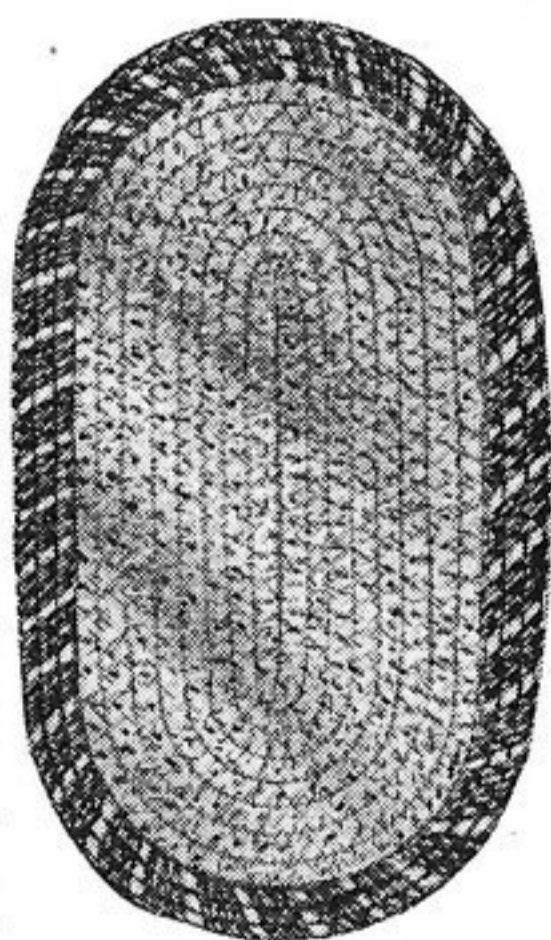


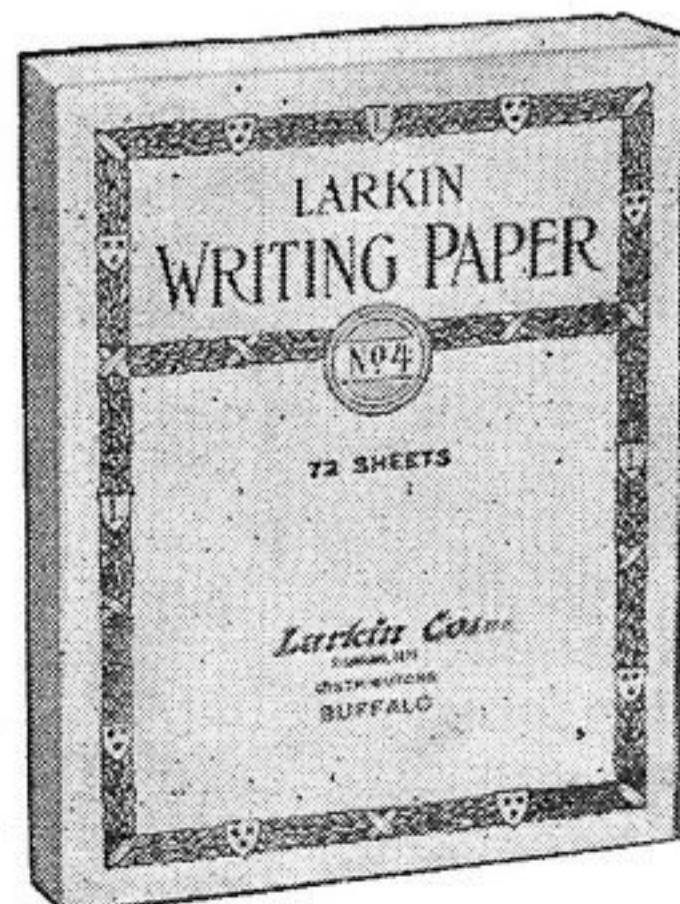
MR. GEORGE W. MILLER, our furniture buyer, asked the editor the other day to point out an interesting fact about Desk Telephone Set No. 2022.

Said Mr. Miller: "It's a happy combination of writing desk and tele-

phone set, lending a touch of interest and value in a room, which an ordinary telephone stand and stool do not give." And what place so handy for the telephone to stand as a desk with writing paper and tools easily within reach?

MR. ORVILLE KIRBY, buyer of rugs, table linens, blankets, etc., has a lot of interesting things to tell us. Among the first of the Premiums in his lines of which he spoke was Oval Chenille Rug No. 4. "For a long time we have been shopping for a good, cotton Chenille Rug," said Mr. Kirby... "a rug that we felt could be listed as a Product. With all our searching, not until now have we been able to find a rug that would meet our requirements." This usable size oval rug is really very attractive and will stand a great deal of wear. In a washable rug like this one it is a comfort to know the colors are fast.



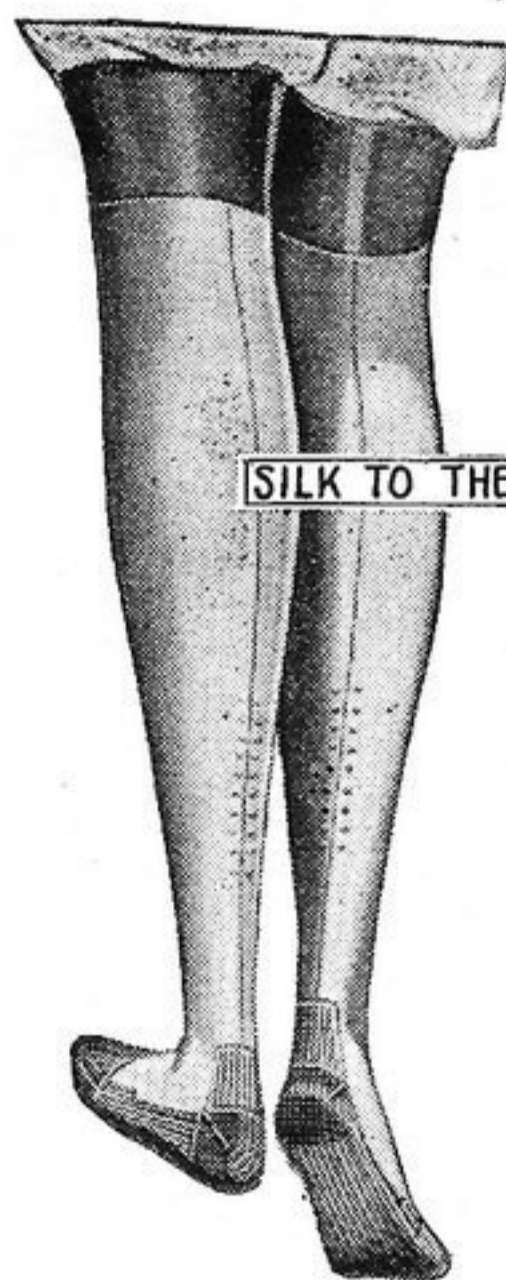


ing paper and envelopes to match.

MISS ELLA LINCH, who buys our Stationery, asked us to inquire of our Secretaries if they had purchased any of our Writing Paper No. 4 and Envelopes No. 3 lately. She stated that we offer even better quality than ever in this fine writ-

LITTLE CHATS ON A GLIMPSE OF A FEW LARKIN PRODUCTS

The reason we can give this excellent, high-grade, linen-finish stationery at such a low cost is that we make large purchases of paper and convert and package it in our own factory. Yes, even the envelopes are made in our plant. Order a box of Paper No. 4 and Envelopes No. 3 and see the high quality of stationery at low price.

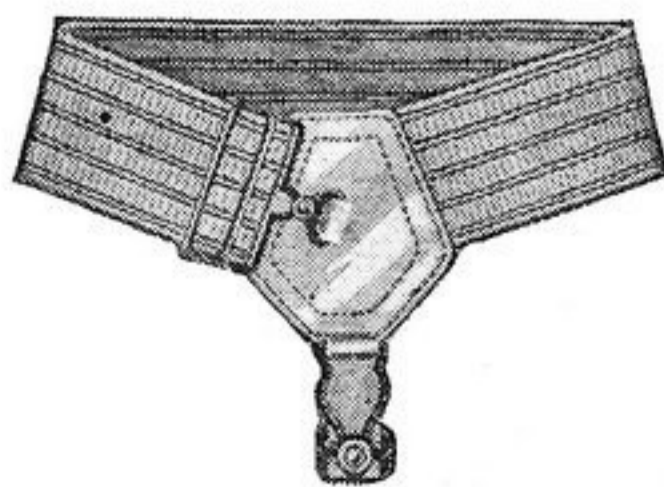


WHILE Miss Linch was giving us these facts, she also brought to our attention some interesting news about the exceptional values in hosiery No. 124 and the other color options of this hose. Said she: "The manufacturers have not spared material in the making of these stockings. It has been fed into the machine in just the right quantity to produce the maximum quality. The stocking is not made to arrive at a certain price. Our first thought is quality."

"The best quality raw materials available are used in these hose. This is an eight-strand, pure silk thread, mercerized top and foot. Just try stretching the mercerized top of this stocking over your head and see how elastic it is. You can not do that with many silk hose. The mill making this particular hose runs twenty-four hours a day and cannot supply the demand of its customers."

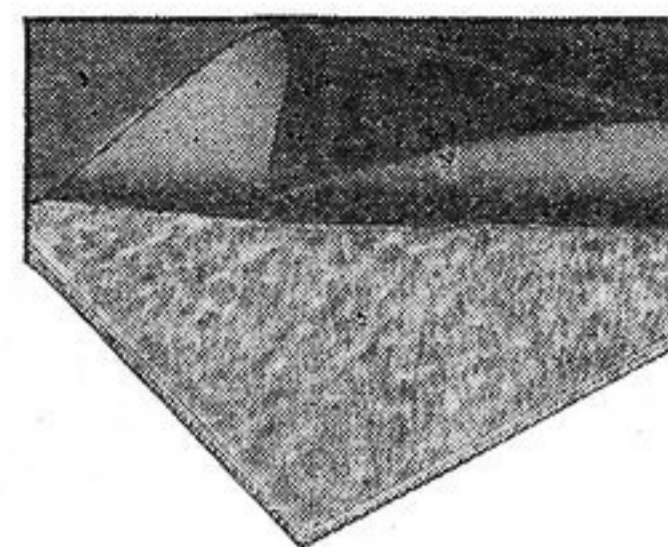
OUR Misses' Hose No. 129 is a low priced stocking. But remember, it is manufactured with as great care as a stocking made to sell for twice the price. It is made from the highest grade combed yarn, which insures durability and uniform quality and appearance. Every stocking is made full length leg, and foot sizes are carefully knit to the correct size. The foot is reinforced to give extra wear.

The hose is not only dyed in the best colors but thoroughly washed after dyeing.



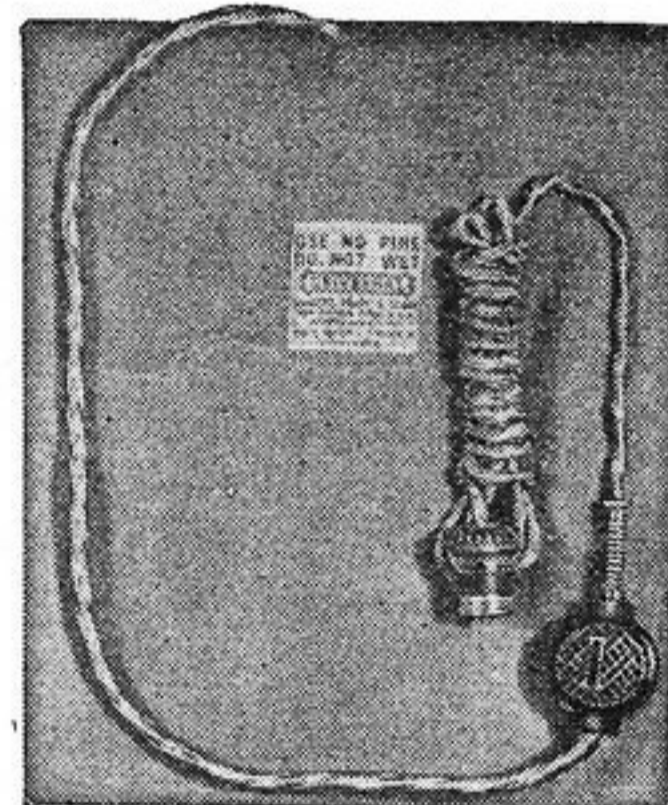
WHILE we are talking about our Product Apparel, just a word about Men's Garters No. 3. Hubby or that growing son of yours will like these garters. To begin with, they are made from a special grade and exclusive pattern of elastic. The brass, gilt-finished trimmings will not tarnish. These garters are also longer than many garters offered elsewhere.

THE attention of Club Secretaries is called to our offer of Rug Cushion No. 4726. "A rug wears out because of the pounding it gets between the heel and the hard floor," said Mr. Kirby. In the old days it was quite common to find newspapers or a very light lining underneath the carpet. This protected the fabric from hard wear. In more recent years carpet or rug cushions have been developed.



Mr. Kirby asked that we emphasize the value of a rug or carpet cushion under any floor covering. We especially recommend its use with the cheaper grades of axminster, velvet and tapestry rugs.

AMONG the many items he purchases, MR. H. W. SMITH found a good many to talk about. Now that winter cold is upon us, warmth giving comforts are appreciated, and Heating Pad No. 2132 is more than ever desirable.



This three-heat pad is actually what the name implies—a three-heat pad; positive control of any one of the three heats: low, medium and high, being maintained by the thermostats of which there are four.

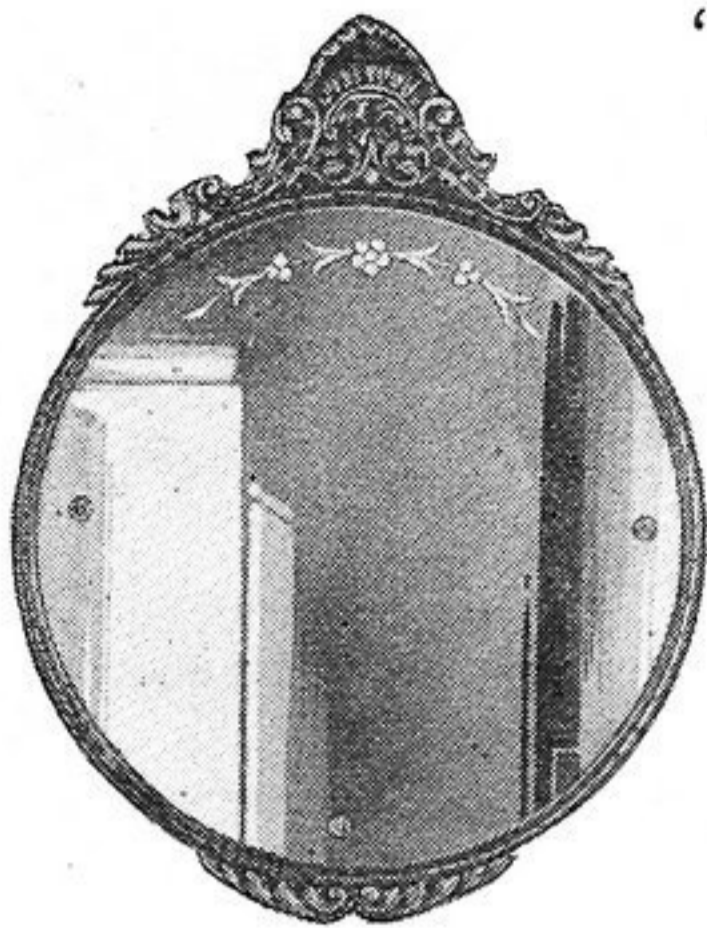
Said Mr. Smith: "This pad is one of the well-known and famous Universal Products. Like all Universal Products, it is beautifully and thoroughly made. Every one of these pads is carefully tested before shipping."

AFTER Mr. Miller had talked to us about the Telephone Set on this page he had a few words of praise to say about Coxwell Chair No. 1276. He spoke of the deep coil springs in the seat and back. These springs are set on webbing, insuring the utmost comfort. "Of course," added Mr. Miller, "the beauty of the chair with its finely carved feet, graceful arms and rich upholstery speak for themselves. I might add that it is not only handsome, but very roomy."



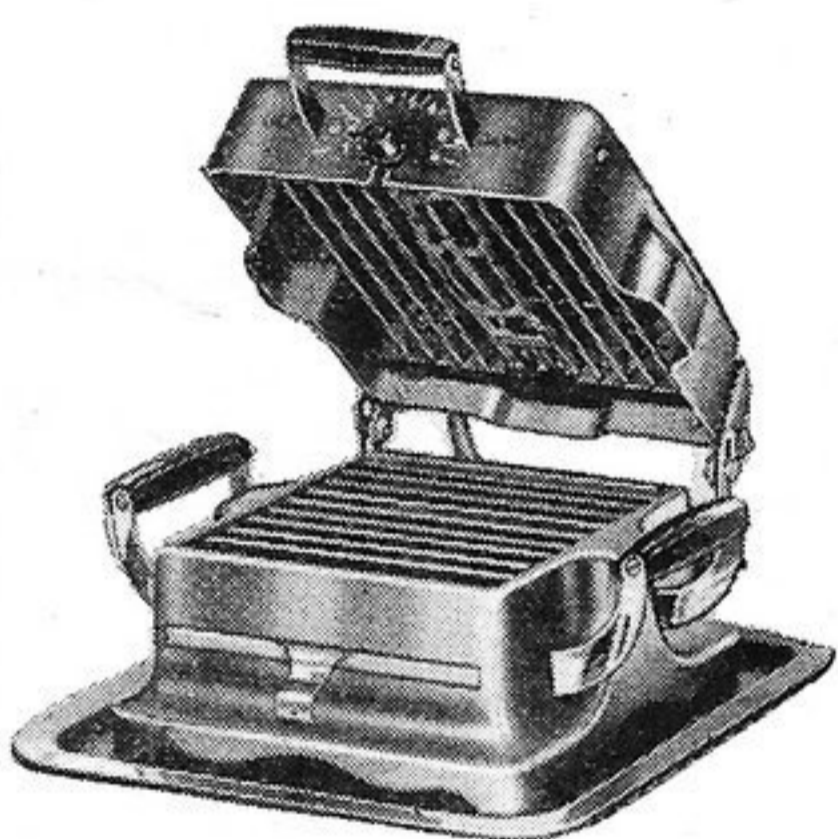
TIMELY OFFERS

AND PREMIUMS AS OUR BUYERS SEE THEM



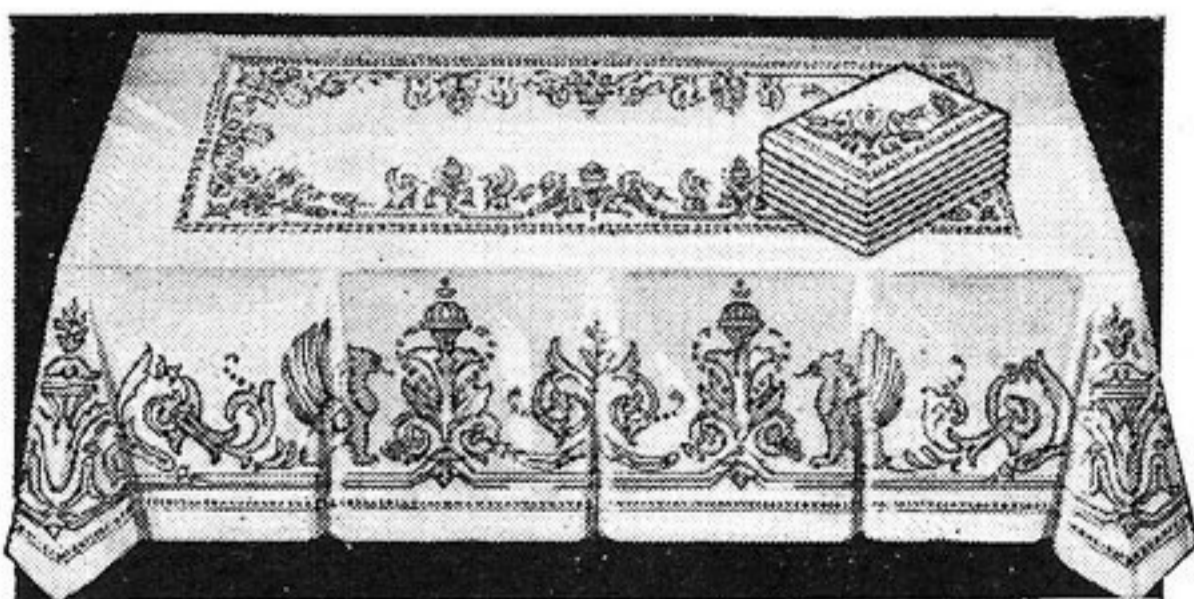
netian frame and ornaments at top and bottom, in its attractive round shape, will enhance the artistic appearance of any room." We are sure that our Secretaries will agree that Mr. Miller is right.

IT is fun and satisfaction to make toast with our Automatic Toaster No. 3065, according to Mr. Smith who chose it for its many desirable features. Mr. Smith adds:



"This toaster does not operate with clockwork, but is thermostatically controlled, which insures a perfect piece of toast whether the bread is dry or moist. You can have your toast light, dark or medium, merely by setting the automatic attachment at desired point.

Or, this appliance can be used also for toasting sandwiches. Red signal light flashes when toaster is hot enough to put bread in, and also flashes on when toast is finished, at the same time turning off current.

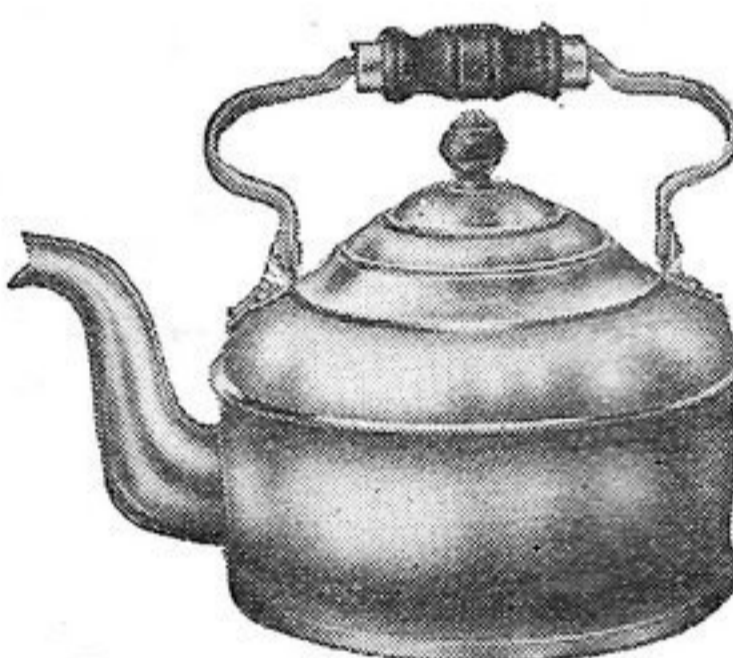


AN offer which is going to be very popular this season is the Damask Linen Set No. 3526, consisting of a 60 x 60 Cloth and a half dozen Napkins to match. And by the way, in Catalog 103 we are offering a half dozen Napkins under No. 3887, to match the pattern illustrated of No. 3275, which is our most popular Table Damask offer. Mr. O. A. Kirby, our linen buyer, feels sure that secretaries will be delighted to hear this news and will inform their Club members about these offers.

"AND by the way," went on Mr. Miller, "just a word about Mirror No. 2026. Folks that love the Colonial will be delighted with this Mirror. In Revolutionary days round mirrors were considered the acme of luxury and refinement. This mirror with its semi-Venetian frame and ornaments at top and bot-

DURING the last year and one-half there has been a great deal of advertising of Oil-cloth Tablecloths. Moreover, these tablecloths have attained a great deal of popularity. They certainly fill a great need in the average home, especially in homes where there are children. All too often, mother has a pretty, clean, white table-cloth fresh from the laundry, soiled by spots and stains. And the children are not always the ones to blame.

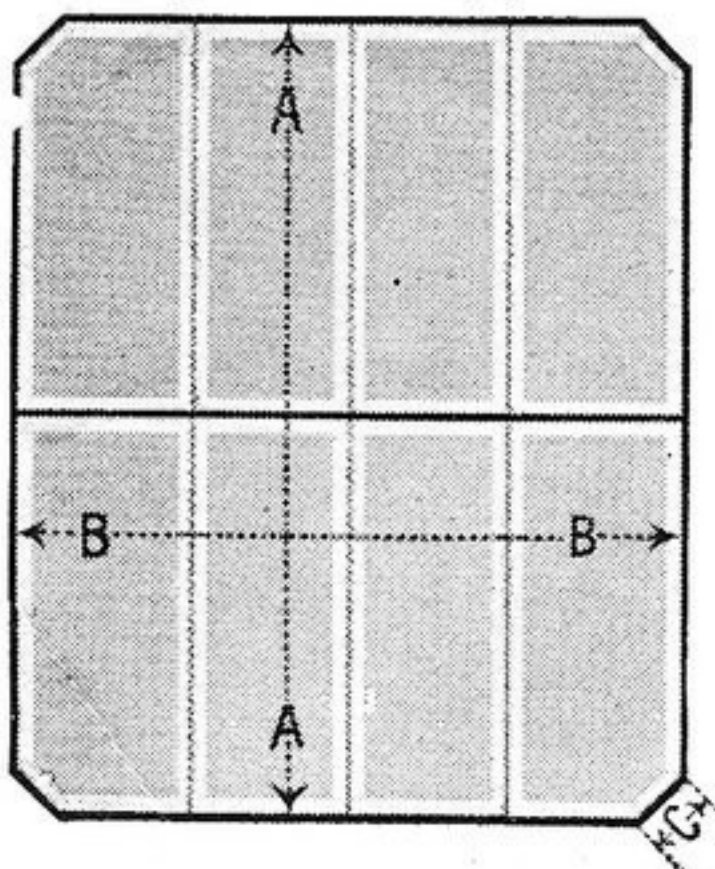
Mr. Orville Kirby calls our attention to Oil-cloth Table-cloth No. 3733 and No. 4526 in the Larkin Catalog. Both of these cloths have a lacquered finish that is almost stainless and dirt repellent. Remember, all the cleaning they need can be done with a damp cloth. An oil-cloth table-cloth should never be laundered, as that would ruin it.



COPPER teakettles need no recommendation to experienced housewives. It is a well-known fact that a good copper teakettle will far outlast many other kinds. Our Teakettle No.

3322, Mr. H. W. Smith tells us, is of a particularly heavy copper. It is made of 20-oz. copper—a standard of measurement which means that a square foot of the copper weighs 20 oz. Most copper teakettles sold in stores are of 12-oz. copper. This teakettle is beautifully nickel-plated, well constructed and attractively shaped.

MR. L. D. HUNTER, who buys many of our housekeeping appliances and aids, calls attention to our Asbestos Table Pads. On the top these are covered with leatherette—a washable fabric and on the bottom with green suede. These pads offer the most resistance to heat of any asbestos pads we have seen, are not too thick and fold flat for putting away. "And by the way," Mr. Hunter adds, "the green suede backs make these pads excellent card table covers." Tell your Club members of the advantages of these Asbestos Table Pads and all the other things on these pages. Look for more items next month.



Do you know that—

Enamel equal in quality to our Superfine White Enamel No. 711 listed at \$8 per gallon, or cash price \$4 per gallon, retails in the paint store at \$8 per gallon?

The springs that are a part of Rock-a-Bye Swing Bed No. 2993 and Swing No. 2927 are extra strong and guaranteed to hold up to 100 lbs. with absolute safety?

Furniture Covers No. 4245, No. 4047 and No. 4139 are color fast? This material was bought especially for Larkin Co?

One of the features of our Mattress Cover is the removable snaps which can be easily taken out when the cover is laundered and therefore avoid becoming crushed when put through a wringer. Our mattress covers are also given a vermin-proof treatment and are extra-strongly sewed?

Of the various Ironing Tables that we have examined we know of none that stand more firmly or solidly on the floor than our No. 1495, nor do we know of any that is more easily collapsed. The top is extra large and is made of spruce, a lumber that is especially suitable for merchandise that comes in contact with dampness frequently?

We have had repeated calls for boys' pajamas and shirts and these two new offers in Catalog 103 ought to be very popular? Both are made of genuine broadcloth in fast colors, cut over full roomy patterns and are very carefully made?

Our Birthday Cards No. 55 are beautiful—engraved designs, engraved sentiments and some hand painted. These cards cannot be duplicated at our cash price elsewhere?

Our General Assortment No. 54 gives you ten very high-grade engraved cards which will take the place of a letter for many occasions? This assortment contains birthday, wedding, convalescent, friendship, thank you and congratulatory cards of the very highest grade?

The Larkin Idea

PUBLISHED AND COPYRIGHTED 1930
BY LARKIN CO INC.

A Monthly Magazine for Larkin Secretaries.
Mailed Free

Larkin Co Inc.
ESTABLISHED, 1875

BUFFALO, N. Y.

PEORIA, ILL.

PHILADELPHIA, PA.

OFFICERS AND DIRECTORS

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KNEELAND BALL DIRECTOR LARKIN CO OF ILLINOIS	E. A. POWERS VICE PRES. LARKIN CO OF ILLINOIS

VOL. XXV JANUARY, 1930 No. 11

The New Year turns a new leaf in the calendar! And the New Year is the time to start newer and bigger things. How appropriate, then, that The Larkin Idea comes to you this year in newer and larger form... comes with the same spirit of helpfulness, interest and friendliness. Just an old friend we trust, but in new, more attractive dress and containing in its larger size many additional features that we are sure our Larkin Secretaries will appreciate. How delighted the editor is to bring this magazine of increased size to you, you may well imagine!

* * * *

Each month we have longed for more space to print your own communications that are so filled with inspiration. Each month we have had so much more to tell about Larkin Products and Premiums than space permitted. And now the opportunity is ours and the benefits, we trust, will indeed be yours. You will agree that The Larkin Idea has truly grown up in this issue... each month it will come to you in this enlarged form, with its story of the successful experiences of our Secretaries and with its greater information about Larkin value and saving. The magazine has doubled in size. Our hope is that it will double in its interest to you. Of one thing we are positive... that the Secretary eager to make her Club and Pantry work highly successful will find time spent with The Larkin Idea, time profitably spent.

* * * *

Lately we have had quite a few requests from "our folks" all over the United States for the photographs of our officers and directors. It seemed quite timely that in this first new issue we publish them as our frontispiece. A good many friends of our friends who have been to Buffalo or the Branches will recognize in these photographs faces that are already familiar to them. This group of executives, who guide the destiny of Larkin Co, wish to take the opportunity to convey through The Larkin Idea their heartiest wishes for a very successful and prosperous New Year for our Secretaries. And along with the prosperity may there come health and happiness in overflowing abundance.

"The Rainbow Trail"

by

Louella Leonard

*There's a rainbow trail that's just ahead,
Where the New Year gates are swinging,
For the New Year doors are rainbow gates,
All hope and promise bringing,
A pot of gold? O, lots and lots!
Along the way they're lurking,
And the way to find them would you know?
Just listen, "Keep on working!"*

*There's a rainbow trail that's just ahead,
'Tis the glad New Year before us,
And we start along with a happy cheer,
For a joyous hope is o'er us,
O, success is sure if from day to day,
We give no thought to shirking,
And the way to find it, would you know?
Just listen, "Keep on working!"*

*There's a rainbow trail that's just ahead,
And it calls to more endeavor
You can make O, many a wish come true,
If your thought is "onward ever."
O, the rainbow trail has its pots of gold,
So watch for them and mind them,
There are good things all along the way,
So let Larkin help you find them!*

And now for some of the features in this issue of The Larkin Idea, which will be continued throughout 1930... features to which we believe Secretaries will look forward from month to month... features which will provide a good deal of valuable information to pass on to your Club members and customers.

* * * *

Each month there will be a double-page spread of chatty information about Larkin Products and Premiums. When our buyers go into the market, or the heads of our manufacturing departments create a new product, there is always some particular thought in their mind or some outstanding reason why an article finds a place in the Larkin Catalog.

When a Larkin buyer chooses a new lamp he compares it with many other lamps from different makers. His final selection is made because of one or more distinct and definite advantages. Our Secretaries would be glad to know these little personal buying experiences, to pass on to others. This month this new series of articles will be found on pages 14 and 15.

* * * *

Each month The Larkin Idea will discuss intimately some particular Larkin Product. Space in our catalog is altogether too brief to tell the interesting story back of those products of which you and your Club members so often say, "I couldn't keep house without them." Read the little story about Larkin Noodles on page 9 of this issue and watch for a similar story about some other Product next month.

* * * *

As Larkin Secretaries know, clothes are an all-important subject. And so we introduce a fashion page with this issue. Miss Edna Long, who will write this page, has been writing the story of Larkin Fashions in the Larkin Catalog for a number of years. Periodically she visits the New York market, views Fifth Avenue styles and cooperates with our buyers in the selection of the styles

for the season. We feel sure that you will watch for her page each month and from it gather style notes and facts about Larkin Apparel that will greatly help you at your Club meetings and when you chat informally with your Club members.

* * * *

And then, The Larkin Idea will retain many of its features with which you are so familiar. These old friends will come to you perhaps with a new face but they will be just as valuable as ever. There will be more room for articles by our Secretaries themselves. We think that there is nothing more helpful than this little interchange of experience. There is no one from whom you are more eager to hear than from those who conduct Clubs or Pantries, just as you do. The other Secretary is closer to your own experiences than anything we ourselves may write. What could be fuller of inspiration and practical advice than the group of prize-winning letters which will be printed on pages 6 and 10 of this issue and all the other bits from Secretaries throughout the magazine?

* * * *

Larkin Idea Specials speak for themselves. This monthly feature which has added bargain values each month is already deeply appreciated by every Secretary. In the new size Larkin Idea the opportunity is ours for larger pictures of these offers, which forward-looking Secretaries will probably wish to take around and show their own Club members.

And we are sure you will welcome the White Goods Special in a choice of two great Sheet values, pictured on the back cover of this Larkin Idea and described on page 11 of this issue.

* * * *

The editor feels confident that our new Larkin Idea will receive a hearty welcome and your continued support in sending articles telling of your own personal experiences.



**OUR
Gift to
YOU!**

Imported China
21 Pieces
Raised Gold Pattern

With every order for a **first** Pantry received before March 1, we will give 21 pieces of beautiful Imported Noritaké China, Raised Gold Pattern, pictured in colors in our catalog, page 55.

This lovely gift consists of 6 Breakfast Plates, 6 Cups and Saucers and 1 Sugar and Creamer Set No. 235.

Just think of it! You would pay \$16.00 in coupons, or \$8.00 Half Price, for this assortment of lovely Imported China, and it would be a real bargain at that.

But, it's yours, free, if you'll just fill out the order blank on the next page and return it to us before March 1 with your selection of \$100 worth (\$50 worth Half Price) of Products and the regular initial Pantry payment of \$5. We will immediately ship you the Pantry complete with cabinet and give you this charming assortment of china, free. You may pay the remainder of the price of the Pantry, \$45, in nine easy monthly payments of \$5 each. Regular Coupon Rewards will be allowed on all payments.

"I Recommend the Larkin Pantry to Every Housewife"



Mrs. J. D. Dillard, Springfield, Mo.

"MY PANTRY is a great convenience to me and to my friends. Convenient to me in that I do not have to use my valuable time in going after orders as often as I used to. Having been a Secretary for so long, I know just about what my customers want.

"Then too, the time I once used to get the orders, I now use in obtaining new buyers. I do not have to make so many deliveries now as I used to, for my customers know I have what they want when they want it so will come after it. Before I received my Pantry, some of my customers were apt to forget to order something they wanted until the last minute and I had to change my order. But now, I always have on hand everything they need.

"It is convenient to my customers in that they are assured of getting what they want at any time. They don't have to bother keeping a list of things they intend to order as I will always have it in my Pantry.

ucts in my home is a great factor in the selling of them, for as you know, 'seeing is believing.'

"My orders are much larger now than formerly because of my Pantry. When a customer comes to buy two articles she needs, she will usually buy several more. The Pantry is suggestive to customers because they see things they needed but failed to remember. When they see the articles in my Pantry, they just can't resist buying them.

"It is profitable to my customers because they can buy articles so much cheaper from Larkin than they can from the stores and obtain better quality. They don't have to wait for the order to arrive but can get it immediately.

"Another reason I value my Pantry so highly is the business training it gives my children. They take a great interest in selling articles from my Pantry and have learned to keep my accounts quite well. They now

take a business outlook on all propositions, even in their play. It has made them realize to a greater extent the value of things. They will be well equipped to start out in life through contact with my Larkin Pantry.

"As to the results of my Pantry. One needs but to look at my home to verify the fact that my Pantry is a success. The greater part of it is furnished with Larkin furniture. My walls are papered with Larkin paper; my woodwork painted with Larkin paint; my children wear Larkin clothes; I cook, wash and sew with Larkin Products and Christmas wouldn't be Christmas were it not for Larkin. And, all through my Pantry.

"The experience I have had with my Pantry has been such that I would recommend it to any housewife with the assurance of obtaining over one hundred cents out of every dollar she puts in it, reap a good profit and thoroughly enjoy herself, too."



Order for a First Larkin Pantry

Larkin Co Inc.

You may ship me a Larkin Neighborhood Pantry and \$100 worth of Larkin Products at current Catalog Prices. (This \$100 assortment of Products to cost me \$50.)

I agree to pay as follows:

First Payment—\$5 cash which I enclose with this order.

Other Payments—\$5 a month until the balance, \$45, is paid.

Date.....1930

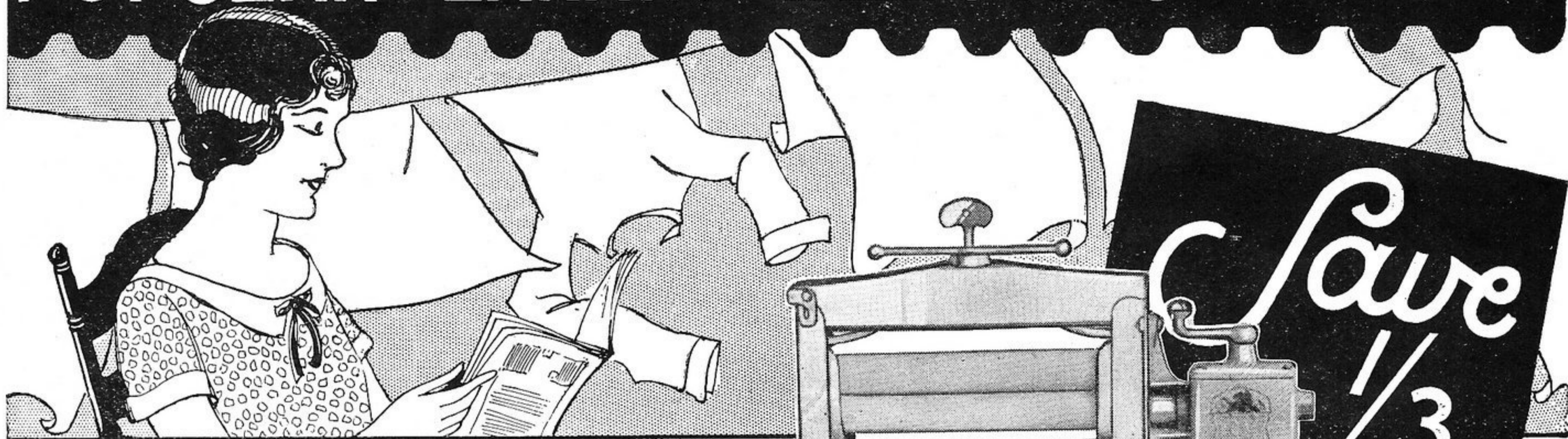
I am to receive the Secretary's Regular Coupon Reward on all these monthly payments. My initial Payment of \$5 entitles me to \$1.25 in Larkin Coupons.

This is my order for a **first** Larkin Pantry. According to your special offer in the January Larkin Idea, I am entitled to one Cup and Saucer Set 220, 1 Sugar and Cream Set 235 and 2 Breakfast Plate Sets 296. Please send this China to my address on this order.

Mr., Mrs. or Miss 1		Write full name.—If you are not of legal age have parent sign line 2.	
Mr. or Mrs. 2			
Address		Town and State	
Nearest R. R. Station with Agent		County	
Former name and address if changed since last order		Value of real estate if property owner \$.....	
Occupation		Employer's Name and Address	

If you prefer you may have \$5 in Larkin Coupons in place of the China. This Special China Offer Expires March 1, 1930.

POPULAR LARKIN ELECTRIC WASHER



\$6 Places this Washer in Your Home

Here is a Washer which will make 3 distinct savings for you.

First of all, it is within the reach of every woman's household allowance. It may be compared, part by part, with other machines costing at least one-third more. Therefore, you have a saving of one-third on the cost of Washer No. 3852.

Second, the three wing submerged agitator with the bell-shaped wings extend to the top of the water line. This feature washes the clothes on top of the water just as efficiently as those in the bottom of the tub. It also means that this washer has 20% more washing capacity—six sheets or their equivalent may be washed thoroughly in less than ten minutes. Thus, Larkin Electric Washer No. 3852 saves you time.

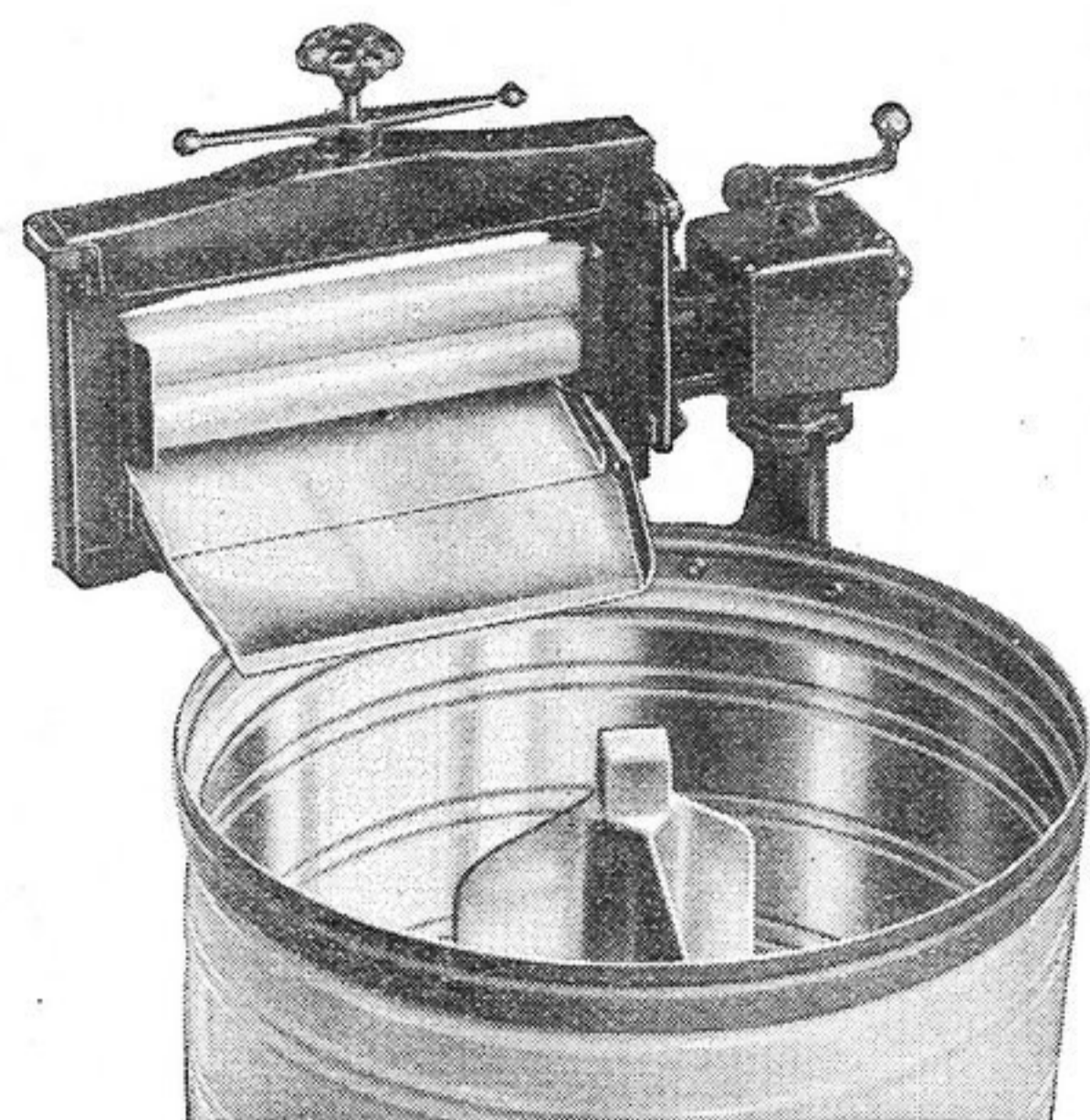
Third, this thorough-washing, easily operated washer saves you energy. No longer need you speak of "Wash Day"—this Larkin Electric Washer No. 3852 makes it "Washing Hours"... and the rest of the day you can go shopping. No more tiredness—no more hard work!

Complete description on page 195 of Catalog 102.

You will find the Better Homes Order Blank on page 219 of the Catalog. Simply fill this out and send it to us with the down payment of \$6. We will immediately ship you Washer No. 3852 so that you can begin right away to enjoy the leisure which this washer will bring you. Future payments may be made at the rate of \$6 each month until the full amount of \$85 is paid. Shpg. wt. 213 lbs.



No. 3852



CLEAN - FAST -

\$85

**Our Better Homes
Easy Payment Price
\$6 Down \$6 a Month**

"Why Pay More?"

*Says Mrs. O. A. Minard
of Grand Rapids, Mich.*

"I received my Electric Washer No. 3852 and I like it very much. I don't see why people pay more when this kind does such good work and at such a low price, which is in reach of every housewife."

SAFE - EASY -



**A
Splendid
Sweater
for
the
Youngster!**

A HANDSOME sweater in the popular pull-over style, shaker-knit stitch, and fine color combination. Whether your choice be Navy with trim of Red-and-White or Red with Navy-and-White, you may be sure that the sweater will be becoming, indeed.

Mother, too, will have the satisfaction of knowing that her youngster is well protected from the cold. While it is of light weight, it is made of 100% guaranteed French spun yarn—pure Wool Worsted. For boy or girl. Mlg. wt. 5 oz.

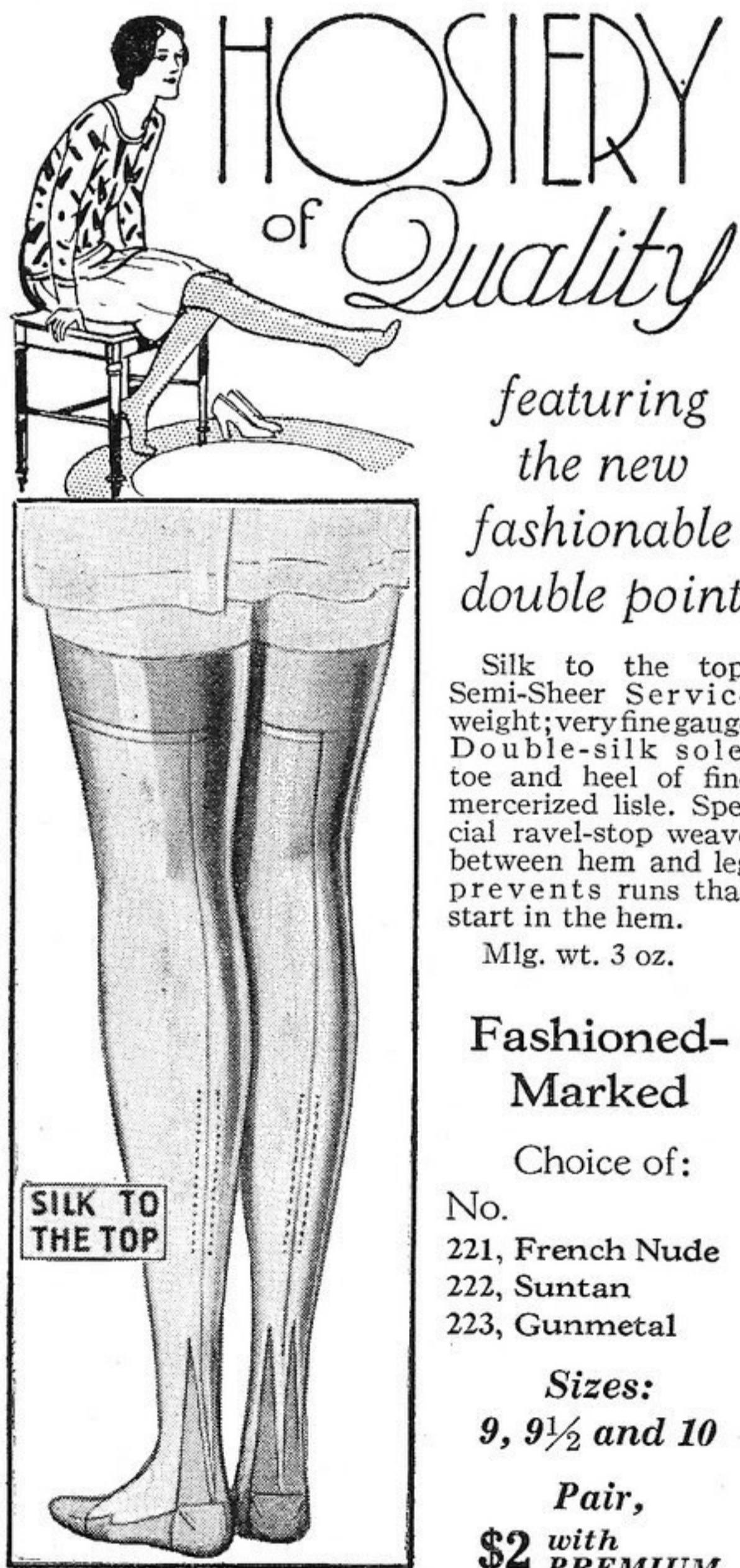
Child's Sweater

Sizes: 4, 6 and 8 yrs.

Choice of: No. 2, Navy No. 3, Red

\$3.50 with PREMIUM

STATE COLOR AND SIZE



featuring
the new
fashionable
double point

Silk to the top. Semi-Sheer Service weight; very fine gauge Double-silk sole; toe and heel of fine mercerized lisle. Special ravel-stop weave between hem and leg prevents runs that start in the hem.

Mlg. wt. 3 oz.

**Fashioned-
Marked**

Choice of:

No.
221, French Nude
222, Suntan
223, Gunmetal

Sizes:

9, 9½ and 10

Pair,

\$2 with PREMIUM

**STAR
SECRETARY
HONOR ROLL**

For Month of November
BLUE STAR SECRETARIES

Cash business for the Month
\$200 or over.

\$25 Coupon Prize, each, to
10 Leaders, indicated below by *

\$15 Coupon Prize, each, to
other Blue Star Secretaries.

Mr. F. W. Abbott..... Palestine, Texas
Mrs. Chas. Adler..... Milwaukee, Wis.
Mrs. Lena C. Allison..... Olean, N. Y.
Mrs. M. L. Allison..... Shelbyville, Tenn.
Mrs. E. J. Ambellon..... Buffalo, N. Y.
Mrs. N. P. Baustert..... Vandergrift, Pa.
Miss Julia Berridge..... Ashtabula, Ohio
Mrs. Fred L. Blodgett..... Fulton, N. Y.
*Mrs. Francis G. Bollinger..... Palmerton, Pa.
Mrs. Anna Boucher..... Manville, R. I.
Esther M. Bowne..... Winchendon, Mass.
Mrs. Frank Browning..... Scottsdale, Pa.
Mrs. H. Bryson..... Moore, Pa.
Mrs. Oliver S. Burkholder..... Newville, Pa.
*Mrs. Chas. R. Button..... Worcester, Mass.
Mrs. F. Buzby..... Ocean City, N. J.
Mrs. Stella M. Colby..... Waterville, Maine
Mrs. Walter S. Coleman..... Wollaston, Mass.
Mrs. J. Conard..... Bryn Athyn, Pa.
Mrs. Antonia Corgiat..... Benld, Ill.
Mrs. Annie L. Cowen..... Brooklyn, N. Y.
Mrs. L. Craig..... Glenolden, Pa.
Mrs. Anna Crook..... Harrisburg, Pa.
Mrs. Maudie Curry..... Bluffton, Ohio
Mrs. A. D. Davenport..... Cortland, N. Y.
Mrs. Ephram Davis..... Delano, Pa.
Mrs. A. F. De Harde..... Erie, Pa.
Mrs. H. Derstein..... Hatfield, Pa.
Mrs. N. S. Detwiler..... Lansdale, Pa.
Mrs. Arthur Doan..... Arkport, N. Y.
*Mr. Rodolphe Dostie..... Augusta, Maine
Mrs. Ralph Edwards..... Berwick, Pa.
Mrs. Chas. L. Ellsworth..... Wilkes Barre, Pa.
Mrs. H. Fillman..... Pottstown, Pa.
Mrs. John W. Fischbeck..... Farmingdale, N. Y.
Mrs. J. Flashphaler..... Corning, N. Y.
Mrs. William Fleming..... Weston, W. Va.
Mrs. Wm. L. Fox..... Duke Center, Pa.
Mrs. Geo. C. Frasch..... Ashland, Pa.
Mrs. Effa E. Fries..... Allentown, Pa.
Mrs. H. Edward Fry..... Philadelphia, Pa.
Mrs. Dawson L. Fulcher, Jr..... Orleans, Mass.
Mrs. A. Fulmer..... Philadelphia, Pa.
Mrs. Clifford Ganoung..... Ithaca, N. Y.
Mrs. Abbie E. Geer..... Manchester, N. H.
Mrs. Claude Gerber..... Tamaqua, Pa.
Miss Romaine Gilbert..... York, Pa.
Mrs. A. F. Gosner..... Easton, Pa.
Miss Bertha G. Hain..... Elizabethville, Pa.
Mrs. Kate L. Hains..... Reading, Pa.
Mrs. Geo. W. Halpen..... Fall River, Mass.
Mrs. Percy Hands..... Gloversville, N. Y.
Mrs. Lansford Hanke..... Northampton, Pa.
Mrs. Wm. A. Hegvig..... Worcester, Mass.
*Mrs. A. J. Hellings..... Philadelphia, Pa.
*Mrs. James A. Howett..... York, Pa.
Mrs. Erhard Huettl..... Wabeno, Wis.
Mrs. George Hurn..... New Castle, Pa.
Mrs. Enoch Jones..... Ellwood City, Pa.
Miss Vanna V. Kelly..... Bloomsburg, Pa.
*Mrs. Amanda R. Kilhefner..... Ephrata, Pa.
Mrs. M. Kitchen..... Blackwood, N. J.
Mrs. A. Klinger..... Philadelphia, Pa.
Mrs. Wm. L. Koon..... Red Cloud, Nebr.
Mrs. A. Korbinsky..... Philadelphia, Pa.
Mrs. M. Krause..... Lansdale, Pa.
Mrs. Arthur J. Lakin..... Wyandotte, Mich.
Mrs. Ernest Landry..... Worcester, Mass.
Mrs. W. E. Latshaw..... Dover, Pa.
Mrs. Harold H. Lauber..... Roosevelt, N. Y.
Mrs. A. Lear..... Doylestown, Pa.
Mrs. Joseph Leclair..... Augusta, Maine
Mrs. Wm. Lincoln..... New Salem, Pa.
Mrs. Abram M. Magill..... Harrisburg, Pa.
Miss Esther Magill..... Harrisburg, Pa.
Mrs. A. Manion..... Gloucester, N. J.
Mrs. W. C. Masterson..... South Amboy, N. J.
Mrs. Bartlett Mayhew..... Vineyard Haven, Mass.
Mrs. George Mayotte..... Hudson Falls, N. Y.
Mrs. Bessie Maze..... Anderson, Ind.
Mrs. Oliver C. Messerly..... York, Pa.

(Continued on next page)

**Boys Like
Nice
Things,
Too!**



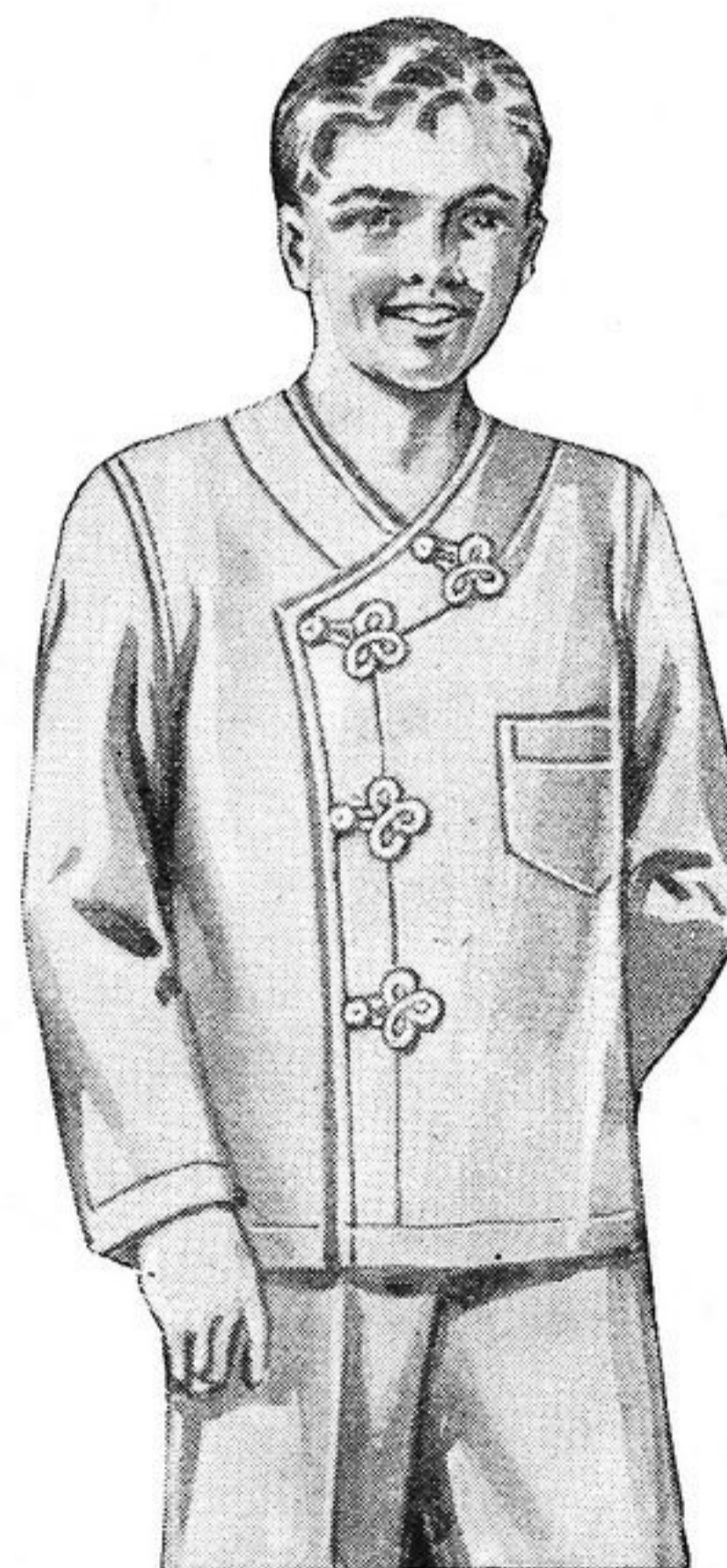
**Fine Shirt of
Printed Broadcloth**

A FAST-COLOR, broadcloth shirt in assorted colors and light-ground patterns. Attached, soft collar. Very serviceable and well made. Sizes: 12 to 14, in half sizes. Mlg. wt. 8 oz.

2863 **\$2** Purchase
With or Coupons

**Neat Pajamas of
Broadcloth**

BEAUTIFULLY tailored Pajamas of super-grade, fast-color blue mercerized broadcloth (cotton) with rayon-frog trim, in two-piece style. They are the nicest pajamas a young man could desire. In fact, they look like silk, but are far more serviceable. Mailing weight 14 oz.



3782

With

\$2.70

Purchase
or
Coupons

Sizes:
6, 8, 10, 12,
14, 16 yrs.

STATE
SIZE

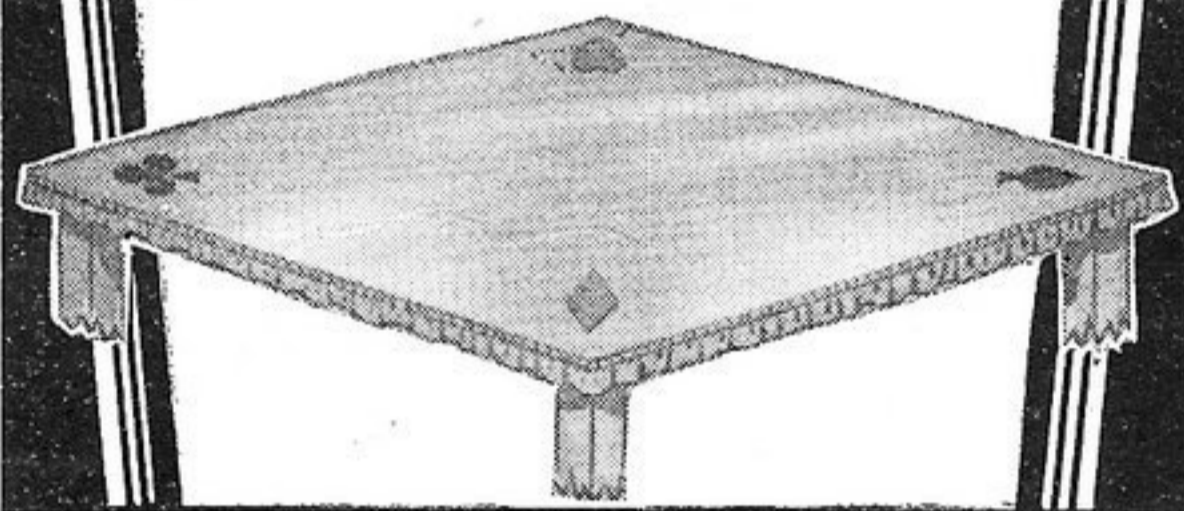
BRIDGE TABLE COVERS

THE smartest, cleverest thing in bridge table covers—pure gum rubber in a fascinating shade of jade green with corner decorations in the usual black and red. Offers a smooth playing surface... easily cleaned with a damp cloth.

Bridge-Table Cover 57

\$1.20 with
PREM.

30 x 30 in. square. Fits smoothly over corners of any standard-size card table. Mlg. wt. 13 oz.



COD LIVER OIL

Cod Liver Oil is a time-honored, reliable constitution builder. Larkin Cod Liver Oil is the very finest, pure, non-freezing Norwegian oil. You will find it exceptionally rich in health-conserving Vitamin A (growth promoting) and Vitamin D (antirachitic factor). Especially recommended for children who require a real building up.

Mlg. wt. 17 oz.

8-oz. btl.,

60c

with PREM.



STAR SECRETARY HONOR ROLL

Mrs. Anna M. Miller.....Harrisburg, Pa.
Mrs. Benj. H. Miller.....Columbia City, Ind.
Mrs. Walter Molyneaux.....Berwick, Pa.
Mrs. Ernest A. Moore.....Detroit, Mich.
Mrs. E. C. Moranville.....Guide Rock, Nebr.
Mrs. A. Murphy.....Philadelphia, Pa.
Mrs. Ruth Myers.....Lebanon, Ind.
Mrs. Media McConahy.....Altoona, Pa.
Mrs. P. H. McFadden.....Saint Louis, Mo.
Mrs. Cora F. McMullen.....E. Rochester, N. Y.
Bernard B. Noyes.....Suncook, N. H.
Mrs. F. Paton.....Philadelphia, Pa.
Mrs. J. M. Patterson.....Bloomsburg, Pa.
Mrs. Ben Pauls.....West Frankfort, Ill.
Mrs. J. Petters.....Philadelphia, Pa.
Mrs. W. Pharoah.....East Lansdowne, Pa.
Charles E. Pockman.....Schenectady, N. Y.
Mrs. Andrew J. Pohl.....Stillwater, N. Y.
Mrs. Carrie L. Pomeroy.....East Springfield, Pa.
Miss Rita M. Proulx.....Southbridge, Mass.
Mrs. Carrie Rape.....Union City, Ind.
Mrs. Lena Raup.....Jersey Shore, Pa.
Miss Sara A. Ray.....Reading, Pa.
*Mrs. R. R. Reed.....Ellwood City, Pa.
Mrs. Thos. Reynolds.....Riverside, R. I.
*Mrs. Fred Rick.....Burnham, Pa.
Mrs. George A. Rittle.....Lebanon, Pa.
Mrs. John H. Roth.....Lebanon, Pa.
*Mrs. Wm. H. Ruth.....Bethlehem, Pa.
Mrs. L. St. Onge.....Indian Orchard, Mass.
Mrs. Chas. W. Sandersprey.....Fort Edward, N. Y.
Mrs. Henry Schlegel.....Lebanon, Pa.
Mr. E. Raymond Schneible.....Ballston Spa, N. Y.
Mrs. Chas. H. Scott.....Tamaqua, Pa.
Miss Myrtle M. Sherman.....Schenectady, N. Y.
Mrs. John Singer.....Lebanon, Pa.
Mrs. D. E. Snyder.....Port Jervis, N. Y.
Mrs. J. Snyder.....Philadelphia, Pa.
Miss Katharine Sorg.....Oak Grove, Mich.
Mrs. Chas. Springman.....Hamilton, Ohio
Mrs. E. Swope.....Doylestown, Pa.
Miss Cordelia M. Taylor.....York, Pa.
Mrs. E. Tazel.....Philadelphia, Pa.
Mrs. G. M. Tetreault.....Salem, Mass.
Mrs. H. Thomas.....Philadelphia, Pa.
Mrs. Pauline Trahan.....East Rochester, N. Y.
Mrs. Vernal H. Treibly.....Shamokin, Pa.
Mrs. Wm. A. Ulrich.....York, Pa.
Mrs. A. Walters.....Whitefish, Mont.
Mrs. Milton V. Wareham.....Harrisburg, Pa.
Mrs. Harry C. Warner.....Berwick, Pa.
Mrs. J. E. Warwick.....Lakewood, R. I.
*Mrs. Fannie Waterbury.....Sherrill, N. Y.
Mrs. Edw. Waterman.....Canajoharie, N. Y.
Mrs. Lorin D. Weaver.....Plantsville, Conn.
Mrs. H. H. Webb.....Brooks, Maine
Mrs. C. Weber.....Camden, N. J.
Mrs. F. Weisenberger.....Collins, Ohio
Mrs. E. Welsh.....Norristown, Pa.
Mrs. David Wm. Winkler.....Groton, Conn.
Miss Clara Wood.....Dayton, Ohio
Mrs. Amos Yoho.....New Brighton, Pa.
Mrs. Ezra Zorn.....Owego, N. Y.

RED STAR LEADERS

Cash Business for the Month,
\$100 to \$199.

\$10 Coupon Prize, each, to
20 Leaders, names below.

\$7 Coupon Prize, each, to
other Red Star Secretaries.

Miss Margt Breslin.....Mount Carmel, Pa.
Mrs. Orie Burns.....Osceola Mills, Pa.
Mrs. R. Cavanaugh.....Philadelphia, Pa.
Mrs. C. Colburn.....Lansdale, Pa.
Mrs. Charles B. Dole.....Franklin, N. H.
Mrs. S. Freese.....Oakes, Pa.
Mrs. Emelia Gagne.....Biddeford, Maine
Mr. Edwin A. Goldsmith.....Middletown, N. Y.
Mrs. F. Groce.....Chester, Pa.
Mrs. Harry F. Kauffman.....Wyomissing, Pa.
Miss Myrtle Law.....Williamstown, Pa.
Mrs. Floyd H. Ledger.....Worcester, Mass.
Mrs. Annie M. Markle.....Wyoming, Pa.
Mrs. A. Maxson.....Lakewood, N. J.
Mrs. James D. Morgan.....Carbondale, Pa.
Mrs. Margaret Patton.....Shavertown, Pa.
Mrs. C. C. Rhodes.....Geneva, N. Y.
Mrs. Claude A. Sitlinger.....Lykens, Pa.
Mrs. Ernest J. Smith.....Oswego, N. Y.
Mrs. Chas. Williams.....Star Junction, Pa.



CHOOSE these quick-dissolving soap chips... the chips that give instant suds in any water—hard or soft, cold or hot! The jiffy way to snow-white clothes!

25-oz. 40c with
carton, PREM.

Mlg. wt. 1 3/4 lbs.

Case of 12 cartons, \$4.50 with
Premium

Mlg. wt. 23 lbs.

COLD TABLETS

"Your Cold Tablets worked
wonders."

MRS. E. J.
LARNED, KANS.

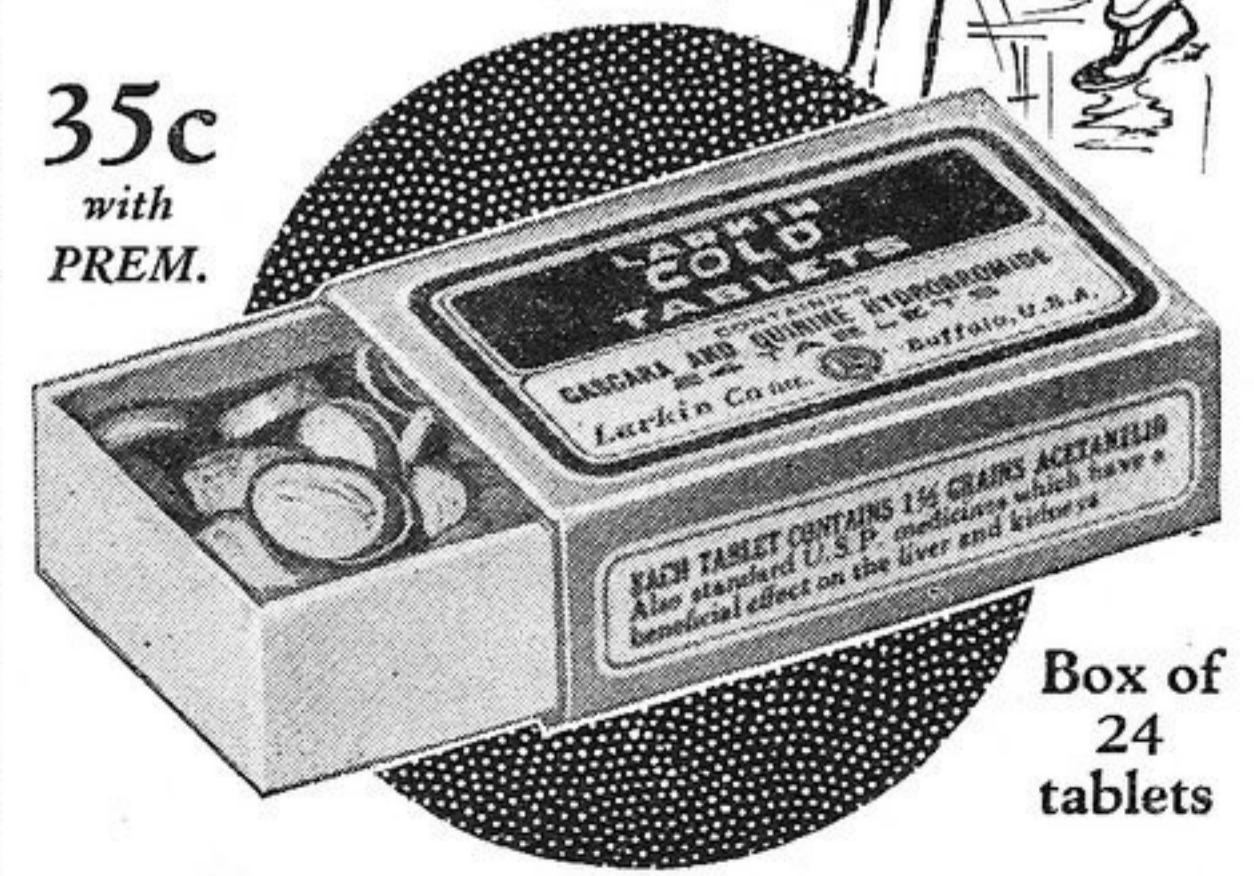
"The very best I ever used."

MRS. E. MACI.
GOFFSTOWN, N. H.

Larkin Cold Tablets

Ready, reliable relief for common colds and coughs; also simple headache, aching limbs and feverish and bilious conditions accompanying cold. Contain cascara, quinine-hydrobromide. Mlg. wt. 1 oz.

35c
with
PREM.



Box of
24
tablets



How Times Have Changed!

A COUPLE of years ago it was almost necessary to wait until springtime before one could think of painting the woodwork or the walls. The enamels took longer to dry and the little tots walked all over the floor or rubbed against the newly painted woodwork.

And Now, Four-Hour Enamels

Now, however, beautiful finishes may be applied to your woodwork that will dry in four hours. Larkin Flat Paints have always dried free from tack in five or six hours and now we have a combination of paints, so that the job may be quickly completed.

The new, Four-Hour Enamels require no special thinners. They are easy to work and there are no offensive odors. The kitchen floor may be enameled or varnished around 7 o'clock in the morning and may

be used by lunch time. Likewise, furniture may receive the magic touch of color which everybody likes.

Larkin All-Purpose Four-Hour Enamels may be used for exterior as well as interior work. It will soon be time to put a new coat of enamel on the baby carriage or on the porch furniture. You would most likely choose Ivory for the body and Sunny River Green for trimming. At the same time you can refinish the breakfast set with the same material, if you wish, or perhaps you could just reverse the colors, finishing the body of the breakfast set with the Sunny River Green, touching it up here and there with the Ivory Enamel.

A Timely Suggestion

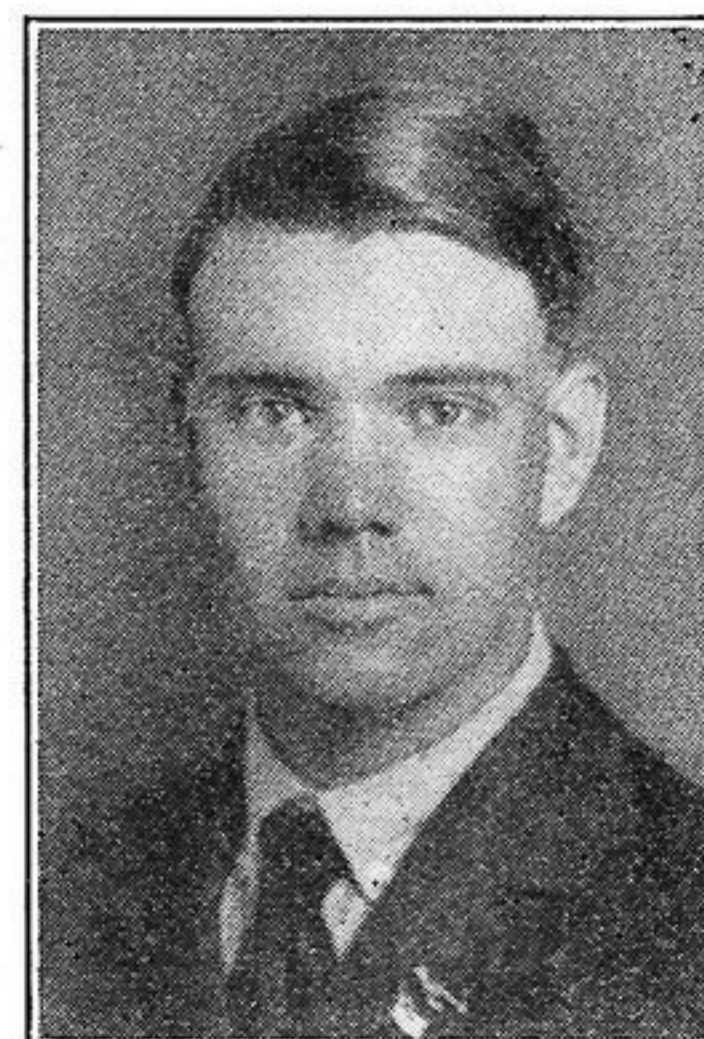
We make these suggestions now because we all know that when spring comes there is much to do in cleaning up. How much nicer it will be to have all the little painting jobs finished and all that will be necessary is to move the chairs onto the porch.

We really believe that the new Four-Hour Enamels are the most useful, all-around finish ever put on the market. Just remember. . . they dry in four hours and are extremely durable and will not chip off. Articles enameled with All-Purpose Enamel may be washed regularly without injury to the surface. This makes it an excellent product for touching up around the kitchen as well as around the bathroom. Here we have beauty combined with durability. . . and it's easy to use, with its quick-drying feature!

And now, see page 71 of the new Larkin Catalog for full description and colors of this wonderful new Product.

Friendly and Helpful

Mr.
Orville Lehman,
Fort Wayne, Ind.



Recently we received the photograph of our drayman in Fort Wayne, Ind., Mr. Orville Lehman. Accompanying the picture was a letter filled with the spirit of helpfulness and friendliness. Mr. Lehman wrote: "I am enclosing my picture so that we may become better acquainted. I trust my work is proving satisfactory to you and your customers. I aim to please all and to make my work satisfactory."

We know that our Secretaries in Fort Wayne appreciate the friendly, helpful spirit which Mr. Lehman shows and will be glad to see his picture reprinted in this issue of The Larkin Idea.

Larkin Co is glad to have a drayman in Fort Wayne who gives such thoughtful attention to our customers. Our ideal is to give the most prompt, efficient delivery of Larkin goods to our customers that we possibly can. Mr. Lehman is helping us to achieve this ideal. We extend to Mr. Lehman our thanks for his helpfulness.

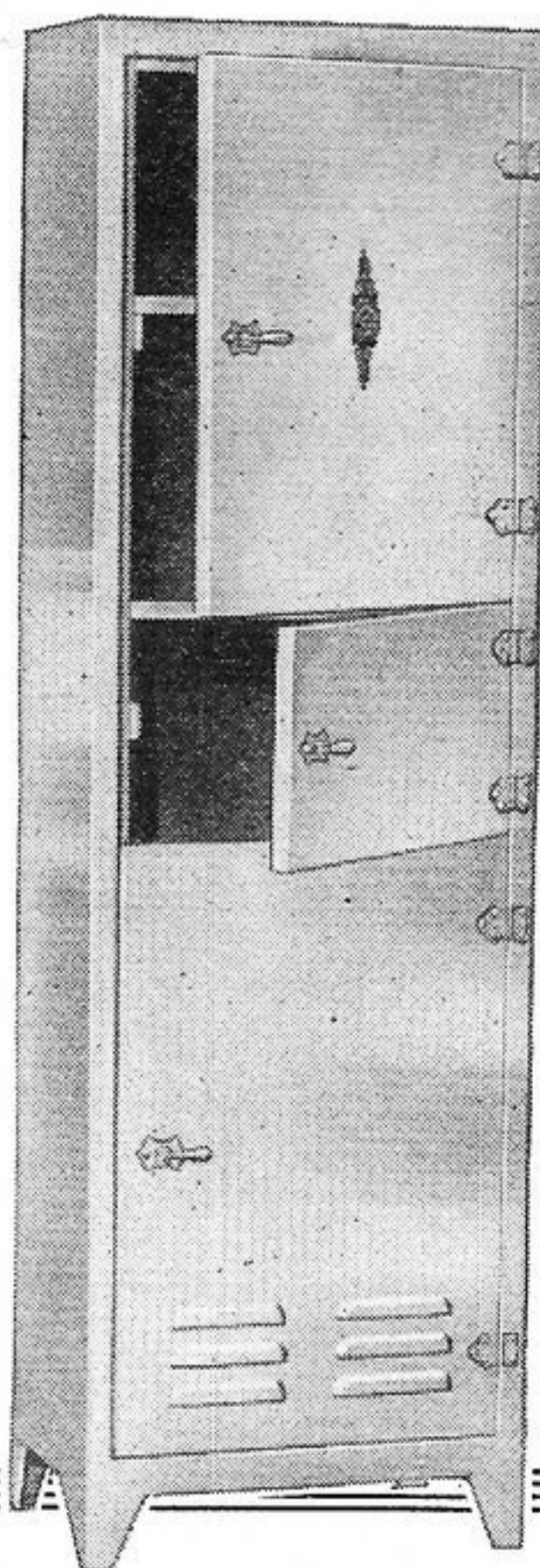
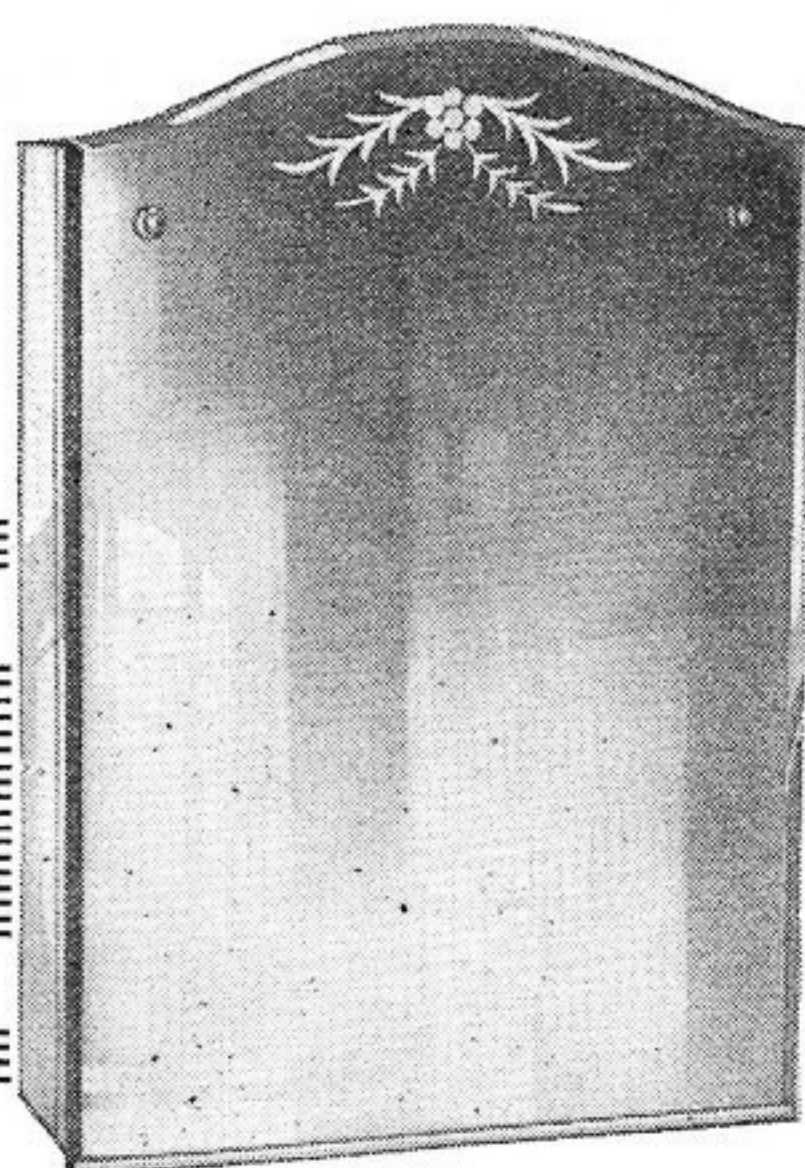
for the COMPLETE Bathroom Cabinet with Venetian Mirror

By the addition of the latest improved equipment it is possible to modernize the bathroom and make it the acme of comfort, neatness and convenience. Here are two offers which will go far toward attaining these results.

The unique feature of this cabinet will win for it immediate favor. This cabinet affords you in its beautifully etched mirror just the kind of mirror that is so essential in a bathroom. Has three steel shelves. Cabinet itself finished in white enamel and is 18 in. high, 13 1/4 in. wide, 4 1/4 in. deep.

2783 **\$20** Purchase
With or Coupons

Shpg.
wt.
16 lbs.

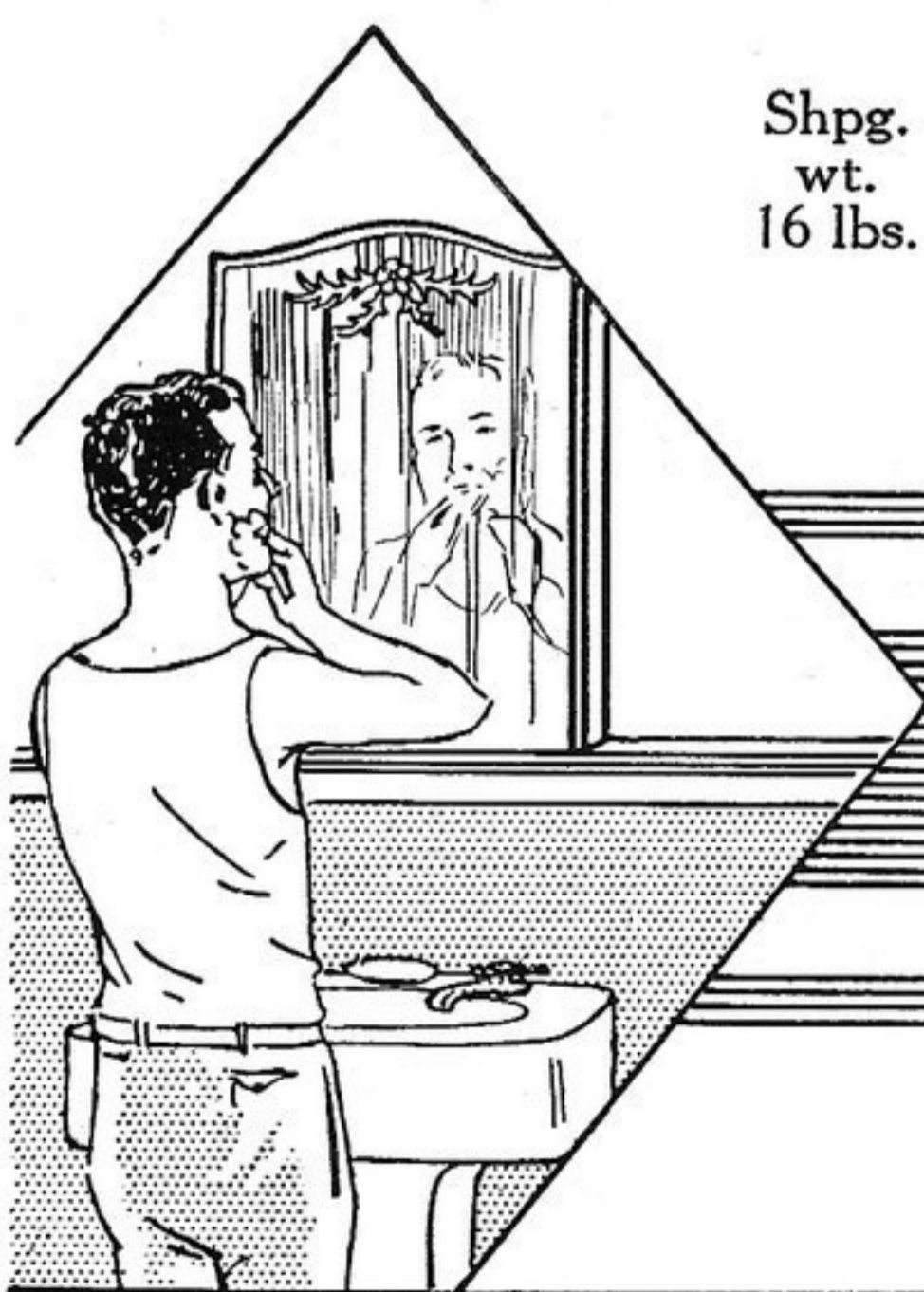


BATHROOM Bathroom Cabinet of Steel

This extremely neat, white enameled cabinet fulfills two important duties: it not only affords a linen closet with two roomy shelves for bathroom linen and supplies above, but as well provides a hamper below for soiled clothing and linen. Has nickel-plated hinges and catches, and ventilation in lower section. Cabinet is 5 ft. high; 18 in. wide; 12 in. deep. Hamper portion, 24 in. high. Shpd. from Waukegan, Ill. and Peoria.

2345
With
\$30
Purchase
or Coupons

Shpg.
wt. 58
lbs.



a Treasure to possess!

SECRETARIES will surely love the beautiful new Colonial Bookcase featured for the first time in the new spring and summer catalog. What a charming addition it will be to any living-room! What a rare combination of bookcase and desk.

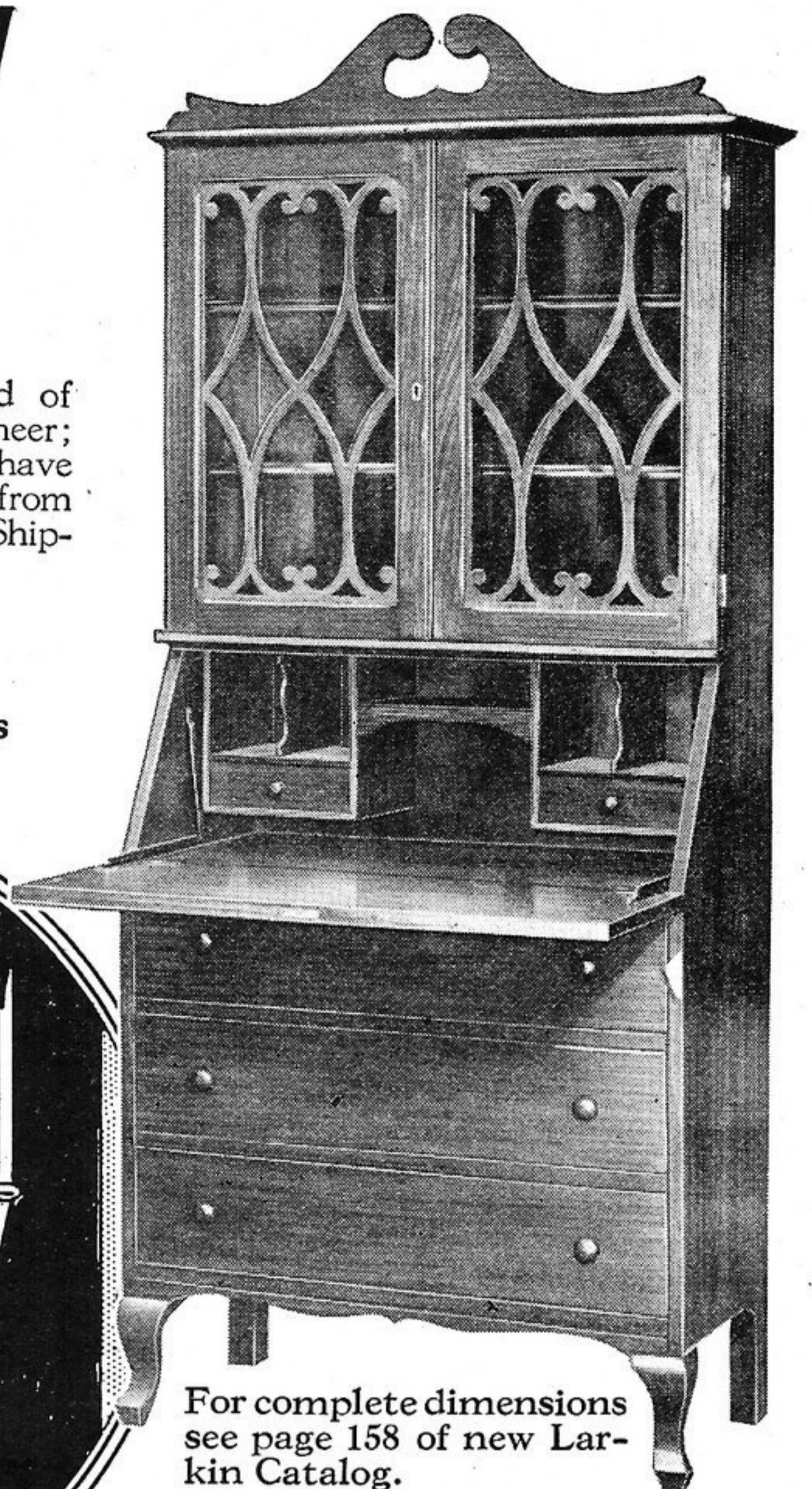
There is a growing vogue everywhere for this rich-looking piece reminiscent of Colonial days. This one is a splendid example of fine craftsmanship and will grace any home in either the dull brown mahogany finish or the American walnut, in which we offer it.

Secretary Bookcase

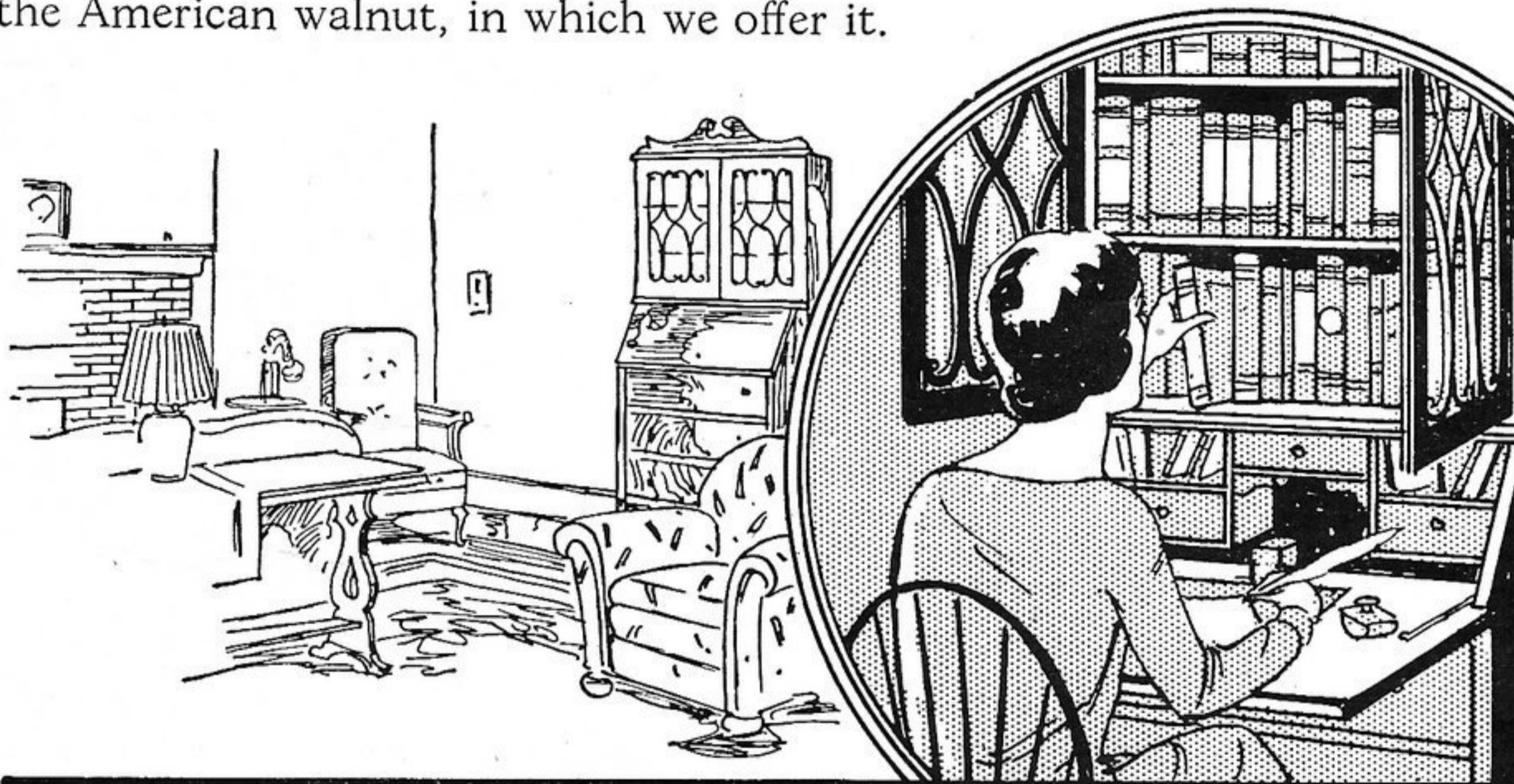
This Bookcase has drop lid of genuine mahogany or walnut veneer; balance gumwood. Glass doors have scroll sawed grilles. Shipped from New Bremen, Ohio and Peoria. Shipping weight 135 lbs.

1764M2 Brown Mahogany
1764M8 American Walnut

With **\$75** Purchase or Coupons



For complete dimensions see page 158 of new Larkin Catalog.



"My Larkin Rewards Great Inspiration"

by

Mrs. Paul Bertiaux,
DuBois, Pa.

Every woman desires a beautiful home and I started my first Club with the view of getting many of the wanted Larkin Premiums. After I had a good many of the smaller articles, I decided to increase my Rewards. I put in a Pantry and then my dreams began to come true.

My home has been painted, varnished and papered with wall paper earned by sales Rewards and my children have had toys, musical instruments and clothing through these rewards. I have also earned clothes for myself.

I have curtains, rugs, furniture, linens, dishes, silver and many useful things to make the home more attractive and beautiful.

The Christmas season finds me ready to help with my service Rewards, so I always make the family glad with the gifts from Larkin Co. Each year it seems easier to earn larger Rewards and then I work harder to get the many things that I need to make my work at home easier and to make the home cozier.

Before I realized how easy it was to obtain Larkin Premiums, I always admired them in the Catalog. Now if there is anything I want, it seems a very simple matter to earn coupons for it.

I could not take the space to tell you of all the Rewards I have earned for my home and family, but I can say that I am more than pleased to be a Larkin Secretary.

The Larkin Co has meant a great deal to me and I am sure that I have a good many beautiful things that I could never have had if it weren't for the Rewards I have received. My children are always showing me the gifts they want and they plan to have me get them with my Rewards.

My Larkin Rewards inspire me to work harder and harder!

"Treasured Rewards"

by

Mrs. W. Briggs,
Arenzville, Ill.

I began taking Larkin orders when I was still a small child. Some of the lovely Premiums I received then are still treasured and in use.

When I was married I joined a Larkin Club and later became a Larkin Secretary. During the ten years that I have been a Secretary I have received many useful Products and Premiums.

Among them are a Drybak Hunting Coat and Breeches, which my husband finds are just what they are described to be. It would be utterly impossible to express in words just how much Larkin dealing has meant to me during all these years!

"Fulfilling My Dreams Through Larkin Plan"

by

Mrs. E. J. Craig,
Detroit, Mich.

I am a great lover of my home and spend a great deal of time in it. Therefore, I like to have it appear attractive and cheerful.

Two years ago we purchased a pretty little bungalow. After moving into it and getting settled I discovered as I glanced about me that there were many things I needed to make it appear complete. As I sat dreaming about what I would like to have, my thoughts turned back to my girlhood days and what mother had done when she wanted things for her home. I remembered she had received them through The Larkin Plan. "I can do just as she has done," I thought.

First of all, my home had a fireplace and surely it would not look just right unless I had something hung above the mantel. At that time I added the desired touch with a beautiful Larkin mirror. Later on I thought it would be nice in the winter time to sit by the fireplace and do my sewing. A sewing cabinet would make my dream come true. I purchased a Priscilla Sewing Cabinet and certainly take pleasure in its use, as it is so handy.

As I look through my Larkin Catalog and see all the wonderful Larkin Premiums, I have visions of a beautiful and cozy Larkin home. Some day I hope my dreams will come true!

"How Larkin Idea Specials Help - - -"

(Continued from page 10)

...and who isn't in this card playing era? In my Clubs, each member knows a year ahead just what month she will entertain, so it's very easy for me to suggest when the order goes off, "How would you like me to order a prize for your party next month... something like the new Berry, Sugar and Cream Set at \$1.25 cash?" With almost all card clubs setting a limit on the cost of the prizes, these low priced china sets are a great help.

Sold on Larkin Goods

I try hard to play fair with my members and I think they realize this. They know that even though I am one hundred percent sold on Larkin goods, that I will not urge them to buy anything I do not consider suitable to the individual. They also know that Larkin Co stands solid behind each article sold, thus when I wave the Larkin Idea before their eyes and sing out "Special, Special!" they know that they are to be offered a real bargain: something that cannot be bought anywhere else for less money and give satisfaction. And so I say...the monthly specials are the best sellers ever put on. They are a boon to the ambitious Secretary and a real inspiration on the part of Larkin Co!

A Few News Items About Our Major Secretaries

MRS. Earl Kies, Major Secretary in Lima, Ohio, placed eight new Pantries in November. "Good work," we would say!

Think of it! Every woman in a town a member of a Larkin Club! Mrs. Alberta White, Monongahela, Pa. has accomplished this feat in the neighboring town of Elrama.

Bus parties to Philadelphia Branch are growing popular. Mrs. Lillian Wert, Allentown, Pa., took a bus party to visit the Branch and Mrs. Grace Schod, Bethlehem, aided by Mrs. Ruth, an authorized Secretary, took a group of Secretaries to enjoy the same treat.

Up in Michigan are a mother and daughter team of Majors, of which we are justly proud. Mrs. Fred Dwight and Miss Ethelyn Dwight have held several successful displays during the month. Their enthusiasm and efforts have made Jackson, Mich., a great Larkin town.

Mrs. Margaret Glessner, Major at Turtle Creek, Pa., aided a local church to make a great success of a Larkin Bazaar. Each member placed a \$2 Larkin order and both the church and the Secretary in charge benefited.

Mrs. Lyman Shirley, Ford City, Pa. gives a unique testimonial to Larkin Cleaning Paste and the durability of Larkin Noritake China. Her home recently burned to the ground but she found a few pieces of Larkin China unbroken and badly blackened. Lar-

kin Cleaning Paste made them as good as new. They have been an interesting exhibit at her many displays.

And what splendid Christmas displays the New York Major Secretaries have held during November and December! Jamestown, Olean, Penn Yan, Owego, Cortland, Syracuse, Albany, Troy, Whitehall, Hudson Falls, Rome, Ilion, Utica, Canajoharie are just a few of the districts in which our Majors have given unselfishly their time.

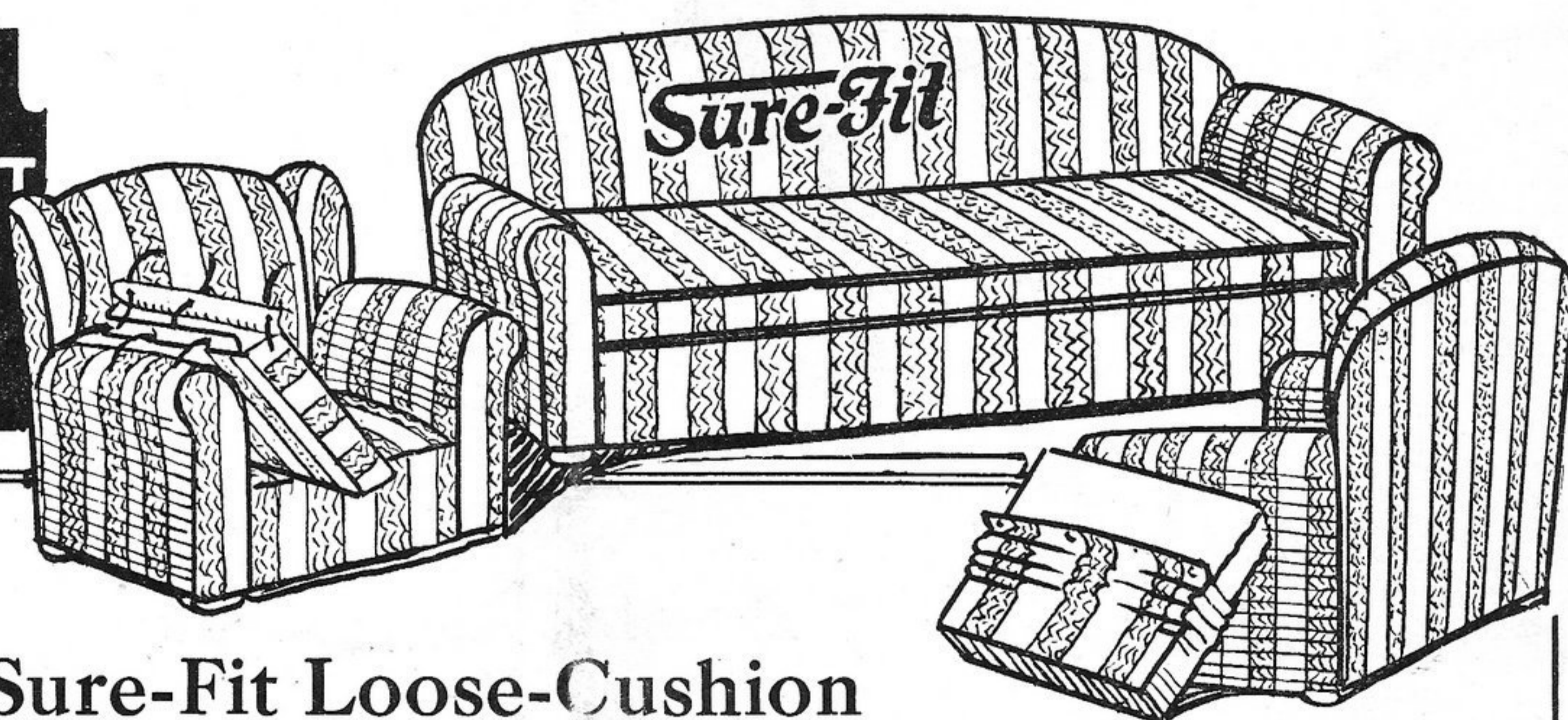
On the Order Blank

Larkin Co has provided a space for the writing of the names of two friends not now Larkin customers, who will be interested in the Larkin Plan. You will find it under the heading "Will you do us a favor?"

Perhaps you have a friend or neighbor who is thinking of starting a Larkin Club. Perhaps some relative who has been visiting you from a distant city would like to follow your example in earning Larkin Rewards.

Do your friends and us the favor of filling in these spaces on the order blank. We will appreciate the courtesy.

FURNITURE FORETHOUGHT THAT PAYS



JUST a small investment...but it adds years and years of life to furniture that you prize. Good-looking covers like these not only protect but lend a bright touch to the room. Thus they are doubly a fine investment. Too, they are offered in colors that will harmonize well with the furnishings of any room...tan background with green stripes.

Sure-Fit Loose-Cushion Furniture Covers

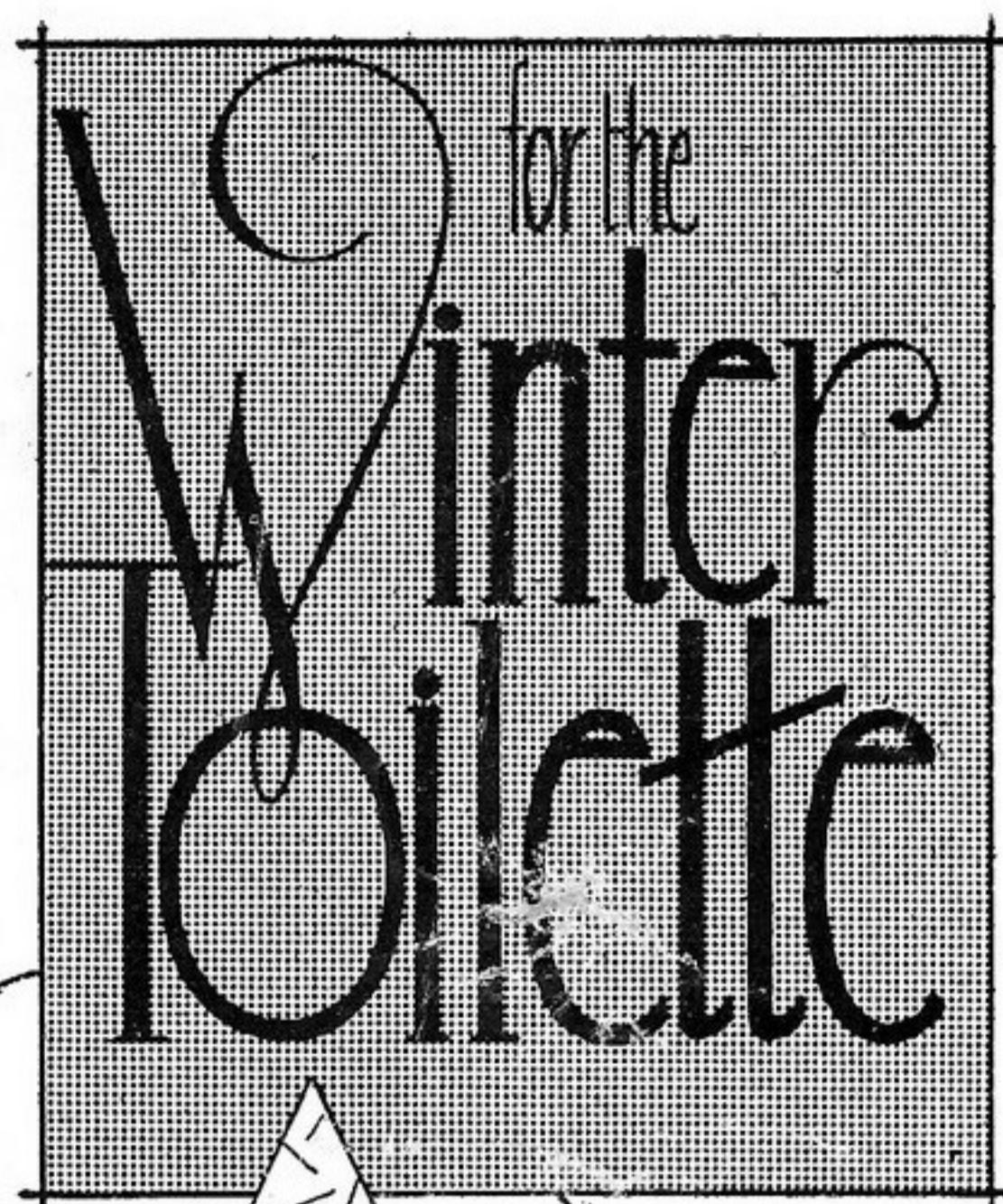
Here is the newest idea in ready-made furniture covers. These separate reversible cushion covers fit better, require less tucking in and hold their shape longer. Made of

Belgian Linen in stripes of medium shade of green on tan background. Pre-shrunk binding, with extra allowance for shrinking. Double-stitched at points of strain. Color-fast.

No.	Fits	With Pur. or Cpn.	Mlg. Wt.
2193M1	Davenport from 68 to 74 in.	\$14.00	4 1/4 lbs.
2193M2	Davenport from 74 to 80 in.	14.00	4 1/4 lbs.
2193M3	Davenport from 80 to 88 in.	14.00	4 1/4 lbs.
2193M4	Davenport from 88 to 94 in.	14.00	4 1/4 lbs.
2141	Club Chair	9.00	2 1/4 lbs.
2166	Wing Chair	9.00	2 1/4 lbs.

TELL your Club members, your neighbors and friends of these attractive covers. Distinctly superior in every way and embodying the very latest features and the very best workmanship.

Introduce them in your neighborhood and you will sell many to your friends.



Larkin Cold Cream

For Dry, Scaly Skin

If your skin lacks natural oil, it becomes dry, rough and scaly. Larkin Cold Cream will correct this. It contains just enough oil to cleanse all the dirt from the pores without clogging them, leaving the skin clean, fresh, soft and velvety. It is made of the purest materials of finest quality.

6-oz. jar,

75c

with
PREMIUM

Mfg. wt.
1 1/4 lbs.

*For Oily,
Shiny
Skin*

Witch Hazel Vanishing Cream

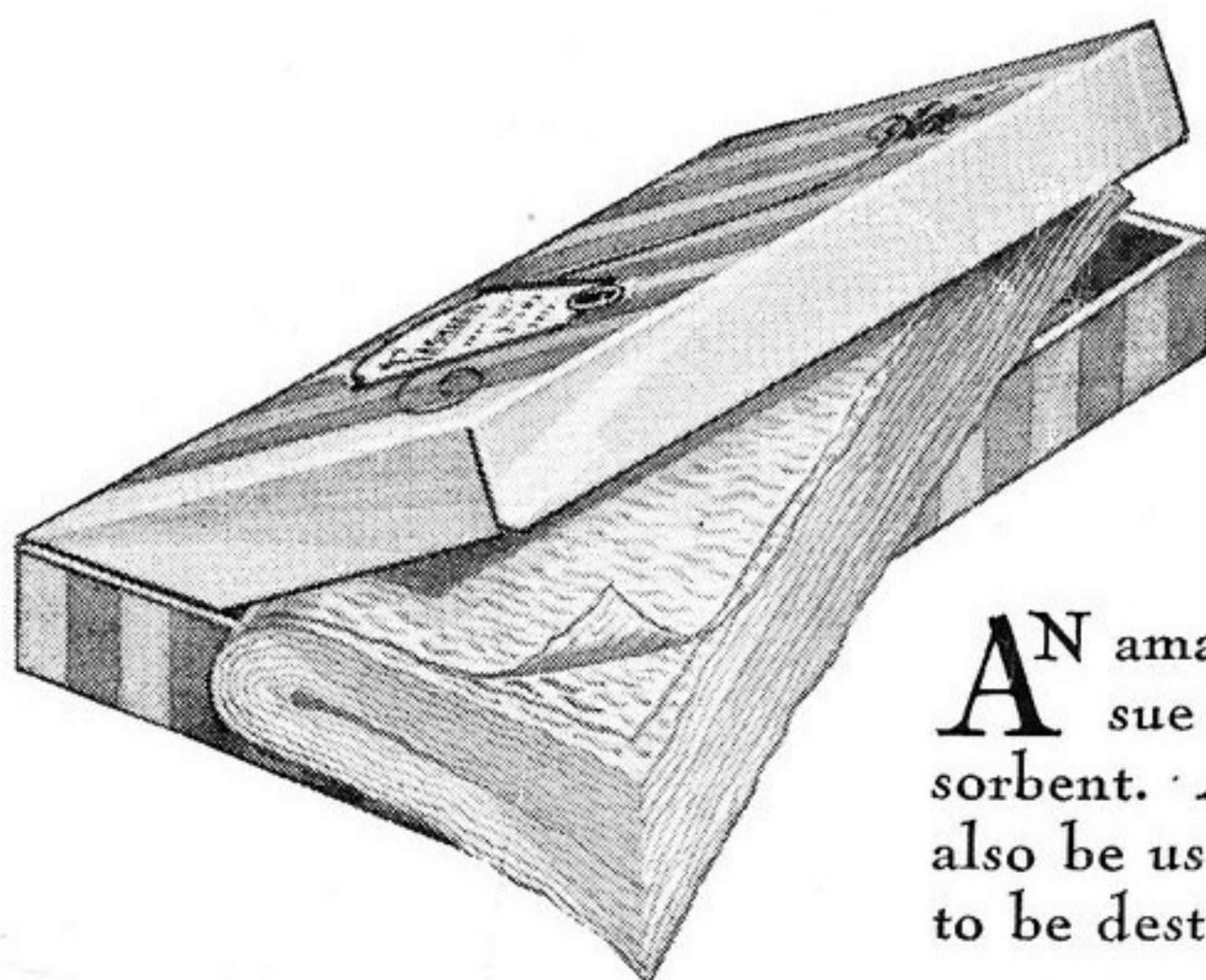
Protects against chapping, sunburn and wind. It is free from greasiness and is absorbed immediately after application. Used as directed, it will improve your complexion and leave your skin wonderfully smooth. Soothing to the most delicate skin.

4-oz. jar, **60c** with
PREMIUM Mfg. wt.
12 oz.



WITH Larkin Toilet Preparations for her wise daily treatment of the skin milady disdains the threats of winter. And how the complexion responds to the cleansing and softening influence of these delightfully smooth and lovely toilette aids!

Thus milady sallies forth for social engagements with the freshness of the blossom-time season.



"Fashion" Cleansing Tissue No. 43

AN amazingly soft, soothing, effective white tissue for removing creams. It is highly absorbent. A splendid substitute for towels. Can also be used as a handkerchief by those with colds, to be destroyed after use. Sheets, 9 x 10 in.

Box of
100 Sheets, **40c** with
PREMIUM

Mailing
weight
8 oz.

TURN TO PAGE 11 FOR THESE

NO. 15

79¢

CASH
PRICE

2 GREAT SHEET SPECIALS

BOTH Sheets in this offer are generously sized: 81 x 90 in. before hemming. No. 15 offers remarkable service at its low price. No. 16, a finer quality, is equally great value at its price.

NO. 16

\$1.29

CASH PRICE